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AUDIENCE REACTION

TO

'THE CITY AT SIX'

A New Series of News and Information
Broadcast by CBMT Montreal on Weekdays
6:00-7:30 pm



No. 5297

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Canadian Broadcasting Corporation
Research Department
Toronto-Ottawa-Montreal

Report TOR/74/01(R)
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I INTRODUCTION

1. Background

This is a report on the audience performance of 'The City At Six', a new program of news and comment broadcast for local audiences by the CBC's English-language TV station in Montreal, CBMT. Scheduled Monday to Friday, from 6:00 to 7:30 pm, 'The City At Six' consists of newscasts, sportcasts, a weather report and forecast, interviews, and feature items on film. The program host is Paul Rush, with Dave Nichols as anchorman. The newsreader is Bob Girolami, the sportcaster Bob McDevitt, and the weatherman Bill Haldimand. The new season debut was Monday September 3, 1973.

'The City At Six' is by way of being an experiment, this being the first time that any CBC station has extended its early evening period of local information from an hour to ninety minutes. So also, in content and form, the new program varies considerably from its immediate predecessor on CBMT - the Monday to Friday 6:30-7:30 pm 'Hourglass' - and from 'Pulse', the local news and information program that runs directly opposite, from 6:00 to 7:00 pm, on the privately-owned Montreal English-language TV station, CFCF.

Against this background, long-term plans for 'The City At Six' called for an initial management evaluation of the program's performance over the first three months of its run. This audience study was designed as one contribution to this evaluation.

2. Sources of Information

The report that follows draws on two separate sources of information. The first of these, periodic BBM ratings surveys of the Montreal area, provides data on the size and demographic composition of CBMT and CFCF audiences in this 6:00-7:30 pm period - currently and in recent years. This information is reported in Section II of the report, pages 9-17, together with certain additional information on viewing habits.

The second and major source of information is a survey specially designed to elicit viewer reactions to various aspects of 'The City At Six' and the concurrent 'Pulse' program on CFCF. What particularly attracts some viewers to 'The City At Six', other viewers to 'Pulse'? Do viewers of the two programs differ significantly in their concept of what ought to be covered by programs of this kind? What do each of them most enjoy, and is there anything they particularly dislike, about their own program? And how do they rate the other by comparison? Do viewers of each of these programs have particular favorites among the various 'personalities' who appear on the program? And what comparisons do they make with corresponding personalities on the other channel? Is there any feeling among 'The City At Six' audience that the program devotes too much attention to certain types of subjects, too little to others? Do 'Pulse' viewers have similar or different reactions to their program? And how are the two programs compared in these respects?

The need to answer questions of this kind called for a rather special project design. First and foremost, it involved locating and

identifying representative samples of regular viewers of 'The City At Six' and of 'Pulse'. Additionally, we needed the reactions to both these programs of a sample of viewers who, in the normal course of events, were regular viewers of neither but who were at home and available for viewing at this time of the evening - 6:00 to 7:30 pm.

For the purposes of the survey, 'regular viewers' of 'The City At Six' and 'Pulse' were operationally defined as those who, over the previous month, had watched either program but not the other or who, having watched both programs over the past month, had spent significantly more time with one of them.

The base sample for this survey was drawn by systematic-random selection from the complete list of telephone numbers included in all telephone directories covering the metropolitan area of Montreal. From each domestic contact was first determined the 'language most usually spoken in the household'. French-speaking households were eliminated as not constituting the primary target audience for either CBMT or CFCF programming. Contacts refusing or otherwise unable to co-operate were also written off. From each of the remaining households in the sample, one adult was selected, by a random procedure, from all adults in the household. This person was questioned to determine whether he/she was a regular viewer of 'The City At Six', a regular viewer of 'Pulse' or neither. Qualified viewers were then told about the survey and asked if they would participate by mail, some time during the next two weeks. An original sample of just over 14,000 telephone calls was required to

provide the required number of close to 1200 individuals qualifying as respondents in the mail survey (see Appendix, TABLE A-1).

Questionnaires were subsequently mailed to those who agreed to participate. Copies of the various questionnaires used are included in the Appendix. Questionnaire 'A' was used in the initial recruitment and screening of the sample. Regular viewers of 'City At Six' were subsequently sent the questionnaire 'B', regular viewers of 'Pulse' questionnaire 'C'. Questionnaire 'D' was sent to some regular 'Pulse' viewers who were specially asked to watch and comment on 'City At Six'. Viewers of neither program who were asked to watch 'City At Six' and to comment on it were sent questionnaire 'E'.

Each questionnaire that was mailed carried with it a dollar bill as an incentive to complete and return. Reminder cards were sent to all recipients of questionnaires two weeks after the original mailing on November 9, 1973. By the cut-off date, December 7, some 59 per cent of those to whom questionnaires had been sent had returned usable information (see Appendix, TABLE A-2).

TABLE 1

AVERAGE AUDIENCE RATINGS (AND SHARES) FOR
ENGLISH-LANGUAGE TV STATIONS CBMT AND CFCF

6:00-7:30 PM, MONDAY TO FRIDAY

MONTREAL METRO AREA

1968-1973

	6:00 - 6:30 pm				6:30 - 7:00 pm				7:00 - 7:30 pm			
	CBMT		CFCF		CBMT		CFCF		CBMT		CFCF	
	%		%		%		%		%		%	
<u>ALL PERSONS</u>												
1968-69	3	(15)	4	(16)	3	(12)	4	(17)	3	(8)	6	(21)
1969-70	4	(15)	4	(15)	3	(13)	4	(17)	2	(8)	7	(24)
1970-71	4	(14)	5	(18)	4	(14)	5	(19)	3	(9)	6	(20)
1971-72	4	(13)	5	(17)	3	(10)	5	(16)	3	(8)	6	(19)
1972-73	4	(12)	5	(16)	3	(10)	5	(19)	2	(7)	6	(19)
Nov. 1973	2	(6)	5	(15)	2	(7)	5	(15)	2	(7)	4	(14)
<u>ADULTS</u>												
1968-69	2	(10)	4	(16)	4	(12)	5	(17)	3	(9)	6	(17)
1969-70	3	(11)	5	(19)	4	(13)	5	(17)	3	(9)	7	(19)
1970-71	3	(10)	6	(23)	5	(15)	6	(19)	3	(10)	6	(16)
1971-72	3	(8)	7	(20)	4	(11)	7	(17)	3	(9)	6	(15)
1972-73	3	(9)	7	(22)	3	(10)	7	(20)	3	(8)	6	(16)
Nov. 1973	2	(7)	6	(17)	2	(7)	6	(16)	2	(7)	4	(12)

SOURCE: BBM - average
of November, January and
March surveys for season
indicated.

II THE AUDIENCE SITUATION

1. Audience Size

The information in TABLE 1 opposite is derived from BBM rating surveys taken in November, January and March of each year over the past six seasons. The average rating and share of audience is shown, for CBMT and CFCF, for each of the half-hour periods 6:00 to 6:30 pm, 6:30 to 7:00 pm and 7:00 to 7:30 pm. Separate data is shown for all persons (aged 2 and over) and for adults (aged 18 and over).

Throughout this six-year period, CFCF has scheduled 'Pulse' from 6:00 to 7:00 pm and CBMT has scheduled 'Hourglass' from 6:30 to 7:30 pm - i.e. until this season when 'The City At Six', replacing 'Hourglass', now fills the 6:00-7:30 pm slot.

Since the primary target audience for both these programs is adult, we shall concentrate on the bottom half of TABLE 1. Throughout five seasons, from November 1968 to March 1973, audiences to CFCF had been increasing in the 6:00 to 6:30 pm period (from a rating of 4 per cent to a rating of 7 per cent) and in the 6:30 to 7:00 pm period (from 5 per cent to 7 per cent). Audiences to CFCF in the 7:00 to 7:30 pm period have remained at the 6-7 per cent rating level throughout these five seasons.

CBMT ratings in the 6:00 to 6:30 pm period have remained at the 2-3 per cent level throughout the five seasons shown, have been declining

over the last three seasons in the 6:30 to 7:30 pm period (from 5 per cent in 1970-71 to 3 per cent in 1972-73) and have remained constant in the 7:00 to 7:30 pm period.

The audience situation prior to the introduction of 'The City At Six' may therefore be summarized as follows. Comparing the first half-hour of 'Pulse' (6:00 to 6:30 pm), with the first half-hour of 'Hourglass' (6:30 to 7:00 pm), the situation has changed from one of equality in 1968-69 (each at the 4 per cent ratings level) to one in which 'Hourglass' is being outrated by 'Pulse' by more than two to one (7 per cent to 3 per cent) in 1972-73.

Moving on now to the current season, we find that, between March and November '73, CBMT's audiences have declined marginally in all three half hours - but so also have those of CFCF. The relative audience situation is thus about the same as last season: CFCF outrates CBMT in all three half hours by about 2 or 3 to 1.

This is confirmed by data from the CBC's own national audience panel. Information collected in recent months from the 150 or so members of the panel resident in the Montreal metro area shows that, over the seven-week period from October 26 to December 13, 1973, the average daily rating for 'Pulse' was just over twice that for 'City At Six'. Specifically: on the average day, 7 per cent of those Montreal area respondents reported viewing 'City At Six' and 17 per cent reported viewing 'Pulse'.

TABLE 2

DEMOGRAPHIC CHARACTERISTICS OF THE AUDIENCE
TO 'CBMT'S 'CITY AT SIX' AND CFCF'S 'PULSE'

NOVEMBER 1973

	AUDIENCE CHARACTERISTICS FOR ADULT VIEWERS OF	
	'CITY AT SIX'	'PULSE'
	%	%
<u>Age</u>		
18-24	10	15
25-34	26	17
35-49	25	22
50-64	28	27
65 and over	12	19
<u>Sex</u>		
Male	49	46
Female	51	54
<u>Occupation</u>		
Housewife	31	27
Managerial, professional	25	19
Clerical and sales	8	11
Farm	4	2
Students	5	7
Retired	5	14
Others	22	19
<u>Education</u>		
None	3	3
Grade school	14	15
High school	50	58
University	33	24
<u>Mother tongue</u>		
English	54	60
French	35	21
Other	11	19
<u>Children under 12</u>		
Yes	40	32
No	60	68
<u>Household size</u>		
1-2 persons	37	40
3-4 persons	40	43
5-6 persons	19	13
7-8 persons	4	4
Over 8 persons	-	-
SAMPLE BASE	(142)	(208)

2. Audience Characteristics

TABLE 2 shows the characteristics of adult viewers of 'City At Six' and 'Pulse'. This information comes from a special re-analysis of data from the November 1973 BBM survey and describes those who spent any time at all watching 'City At Six' and 'Pulse' over the period of the survey.

There appears to be little difference between the two programs with respect to the age of their viewers. 36 per cent of adult viewers of 'City At Six' are aged 18-34, compared to 32 per cent for 'Pulse'. 40 per cent of adult viewers of 'City At Six' are aged 50 or over, compared to 46 per cent for 'Pulse'. This is surprising: in most of our studies of CBC and private station news programs, the audience for the CBC program has usually proved to be much older.

Educationally and occupationally, 'The City At Six' adult audience is marginally more 'upscale' than the 'Pulse' audience. 25 per cent of 'City At Six' viewers describe themselves as "managerial" or "professional", compared to 19 per cent for 'Pulse'. 33 per cent of 'City At Six' viewers have attended university, compared to 24 per cent for 'Pulse'.

For each program, a bare majority of the audience has English as a mother tongue - 54 per cent for 'City At Six' and 60 per cent for 'Pulse'. Significantly more of the 'City At Six' audience than of the 'Pulse' audience have French as a mother tongue, while more of the 'Pulse' than the 'City At Six' audience have a mother tongue that is neither English nor French.

TABLE 3

HABITS OF VIEWING 'CITY AT SIX' AND 'PULSE'

RESPONSE ⁺	VIEWERS OF		
	'CITY AT SIX'		'PULSE'
	%		%
<u>WATCH WHOLE PROGRAM</u>	31		67
Watch everything	25		55
Watch just certain things	6		12
Watch certain parts regularly		3	
Watch selectively		3	
			7
			5
<u>WATCH JUST PART OF PROGRAM</u>	69		33
Watch everything	15		4
Watch just certain things	53		28
Watch certain parts regularly		25	
Watch selectively		27	
			13
			15
<u>NO ANSWER</u>	-	1 1	- 1 -
SAMPLE BASE:	(303)		(303)

⁺ Questions - see opposite page

3. Habits of Viewing

The information in TABLE 3 is provided in response to the following questions asked in the special survey.

"'The City At Six' starts at 6:00 and ends at 7:30 pm/'Pulse' starts at 6:00 and ends at 7:00...When you watch, do you usually watch the whole program or just part of it?"

"When you have the program on, do you generally watch everything, or just certain things?"

(Asked only of those who 'watch just certain things'). "Do you watch certain parts of the program regularly, or do you watch the things that catch your interest on a particular day?"

From TABLE 3 it is clear that viewers of 'Pulse' are more likely to tune to the whole program than just a part of it, whereas viewers of 'City At Six' are more likely to tune just to a part of the program rather than all of it. However, for each program, those who do tune to the whole program tend to watch everything and those who tune to just part of the program tend to watch just certain things during the period when they are 'watching' - i.e. when the program is tuned. As a result, proportionately more 'City At Six' viewers than 'Pulse' viewers watch just certain things on the program: viewing of 'City At Six' is a more intermittent thing than viewing of 'Pulse'.

In line with this, 'Pulse' viewers are more likely to watch the program every day of the week than are 'City At Six' viewers. This is documented in the Appendix, TABLE A-3. Fifty-one per cent of 'Pulse' viewers report that they usually watch their program "every day" while

TABLE 4

AVERAGE AND CUMULATIVE AUDIENCE FOR
'CITY AT SIX' AND 'PULSE'

	MEN	WOMEN	ALL ADULTS
	%	%	%
Average $\frac{1}{2}$ hour rating for			
'City at Six', 6:00-7:30 p.m.	3	2	2
'Pulse' 6:00-7:00	6	6	6
Over the week, viewed at all..			
'City at Six', 6:00-7:30 p.m.	10	9	9
'Pulse' 6:00-7:00	12	13	12
'City at Six' <u>only</u>	7	6	7
'Pulse' <u>only</u>	9	10	9
Both programs	3	3	3

Source: BBM November 1973
Special Analysis

the corresponding figure for 'City At Six' viewers is just 34 per cent. Again, viewing of 'City At Six' is more intermittent than viewing of 'Pulse'.

Although (as we have seen) 'Pulse' outrates 'City At Six' by a two or three to one margin on an average quarter-hour basis, 'City At Six' tends to accumulate viewers at a faster rate. This is illustrated in TABLE 4, opposite. The average adult rating for 'City At Six' (Monday through Friday, 6:00 to 7:30 pm) is 2 per cent. The average adult rating for 'Pulse' (Monday through Friday, 6:00 to 7:00 pm) is 6 per cent - ratio three to one. However, over the course of a week, 12 per cent of adult Montrealers tune to 'Pulse' and 9 per cent tune to 'City at Six' - i.e. in a ratio of 4 to 3.

TABLE 5

IMPORTANCE OF VARIOUS ITEMS TO VIEWERS OF
'CITY AT SIX' / 'PULSE' ⁺

ITEMS	VIEWERS OF	
	'CITY'	'PULSE'
	<u>Index</u>	<u>Index</u>
a) News about Montreal area	87	92 *
o) Weather forecasts for Montreal area	87	91
f) News of federal government	84	84
m) Description of weather in Montreal	80	83
c) News of other parts of Canada	77	78
b) News of other parts of Quebec	72	76
h) News of French Canada	68	70
e) News of other countries	68	66
i) Interviews with people in news	64	63
d) News of the US	64	61
q) Films of things going on in Montreal	62	69 *
g) Opinions on what's been going on in news	62	64
p) Things to do in Montreal area	58	64 *
h) Weather in rest of the country	50	56 *
k) Sports news about professional sports	49	59 *
l) Opinions on sports	39	46 *
j) News of local amateur sports	35	45 *

⁺ Question - see opposite page. Responses are weighted - 'very important' is scored 3, 'quite important' 2, 'not too important' 1 and 'not at all important' zero. The scores for all respondents are totalled, and the average for the whole sample percentage out of the maximum 3. This percentage, for each item rates, is shown in the title as an 'index of importance'.

* Indicates that the difference between 'City' and 'Pulse' viewers is statistically significant.

III VIEWER EXPECTATIONS AND REACTIONS

1. What Ought to be Covered by the Early Evening News?

Before being asked for their reactions to either of the two programs, both 'Pulse' and 'City At Six' viewers were asked what they thought generally were the most important things that should be covered by television in these early evening hours:

"How important is it to you to have each of the following on television in the early evening hours? For each item, please check whether it is very important to you, quite important to you or not at all important to you."

There then followed a list of seventeen items. Details of the answers of 'Pulse' and 'City At Six' viewers to this question will be found in the Appendix, TABLES A-7 to A-23. TABLE 5 opposite provides a summary. For each item, an index score was calculated as described in a footnote to the table. If all respondents had indicated that a particular item was "very important" to them, the index for that item would be 100. If all respondents had said the item was "not at all important" to them, the index would be zero. The higher the index, the more important the item to the viewer. Separate responses are shown for 'City At Six' and 'Pulse' viewers.

In both viewing groups, two items were mentioned more frequently than any other as being important - local Montreal news, and weather forecasts for the Montreal area. National (federal government) news

TABLE 6

RESPONSE TO OPEN QUESTION AS TO WHAT VIEWERS
LIKE BEST ABOUT 'THE CITY AT SIX'/'PULSE' +

THING(S) LIKED BEST	OPINIONS ON 'CITY AT SIX' BY VIEWERS OF ...			OPINIONS ON
	'CITY'	'PULSE'	'NEITHER'	'PULSE'
	%	%	%	%
News	56	38	47	46
Weather	16	10	11	11
Sports	15	14	10	9
Interviews	14	10	16	1
Other component parts	8	4	13	12
Personalities in general	5	3	5	10
Girolami (Marquis*)	4	9	9	14*
Rush (McGowan*)	2	-	2	5*
Haldimand (Smith*)	3	2	2	3*
McDevitt (Irvine*)	4	2	5	2
Others	3	2	5	4
Friendly Atmosphere	9	5	6	8
Jokes and humour	2	-	2	6
'Presentation'	2	1	6	10
Concise	1	1	-	5
Variety of things covered	4	4	6	1
Repetition of things	2	1	3	-
Like everything	4	2	3	7
Other answers	3	4	6	4
No answer	18	27	14	11
SAMPLE BASE	175	139	171	169

+ Question - see opposite page.

* These are persons on the 'Pulse' program.

and descriptions of the weather in the Montreal area are also felt to be important. Sports news (of either professional or amateur sports) and commentators' opinions about sports are rated among the least important of these listed items. Items only remotely related to the news of the day are also felt to be of less importance - interviews, opinions, things to do in Montreal, weather in the rest of the country.

This general pattern of interests is the same for 'Pulse' and 'City At Six' viewers. Nonetheless, 'Pulse' viewers appear to be more interested than 'City At Six' viewers in sports, also in things going on in, or related to Montreal.

2. Spontaneous (Undirected) Reactions to the Two Programs

Viewers were first asked, simply: "What do you like best about 'The City At Six'/'Pulse'?" Coded answers to this open question are given in the Appendix in TABLE A-24. A summary is provided in TABLE 6 opposite. Separate responses are given for each of three groups of viewers of 'City At Six' - regular 'City At Six' viewers, regular 'Pulse' viewers who were specially asked to watch 'City At Six', and viewers of neither of the two programs who were asked to view 'City At Six'. The fourth column in TABLE 6 contains the responses of regular 'Pulse' viewers when commenting on 'Pulse'.

First, compare the opinions of regular 'City' viewers about 'City' (column 1) with the opinions of regular 'Pulse' viewers about 'Pulse' (column 4). For each group, the thing liked best is news. Interviews

are much more frequently mentioned by 'City At Six' viewers than by 'Pulse' viewers. 'Pulse' viewers are more likely than 'City At Six' viewers to commend the form of presentation and the conciseness of their program. Note also that 'Pulse' viewers are much more likely to mention on-air personalities and much less likely to mention program components than 'City At Six' viewers. The gross number of mentions for program personalities is 21 per cent for 'City At Six' and 36 per cent for 'Pulse'. The gross number of mentions for program components (news, weather, sports, interviews, other) is 109 per cent for 'City At Six' and 79 per cent for 'Pulse'.

Next, look at columns 2 and 4. These contrast the opinions of 'Pulse' viewers first on 'City At Six' and then again on 'Pulse'. 'Pulse' viewers are, as might be expected, generally less enthusiastic about 'City At Six' than they are about their own program. The thing about 'City At Six' that they mention most often as being best is the news. They are, however, more likely to mention sports or interviews as the best thing about 'City At Six' than they are to mention either of these as the best thing about their own program. They are less likely to mention personalities and presentation as the best thing about 'City At Six' than they are when talking of their own program.

Finally, as indicated in column 3, those people who usually watch neither 'Pulse' nor 'City At Six' tend to react to 'City At Six' in much the same way as do that program's regular viewers. The things they like best are news, followed (at a great distance) by interviews, weather and sports.

TABLE 7

RESPONSE TO OPEN QUESTION AS TO WHAT VIEWERS
LIKE LEAST ABOUT 'THE CITY AT SIX'/'PULSE' +

THING(S) LIKED LEAST	OPINIONS ON 'CITY AT SIX' BY VIEWERS OF ...			OPINIONS ON 'PULSE'
	'CITY'	'PULSE'	NEITHER	
	%	%	%	%
News	2	3	3	6
Weather	3	7	6	8
Sports	18	9	17	22
Interviews	9	23	13	2
Other components parts	10	7	10	8
Personalities in general	2	5	1	-
Girolami (Marquis*)	-	1	-	1 *
Rush (McGowan*)	7	7	8	-
Haldimand (Smith*)	1	-	1	3 *
Others	4	2	2	2 *
Too informal	2	-	1	-
Too unfriendly	1	2	2	-
Poor humour	2	2	2	-
News interrupted too much	4	3	3	2
Too much repetition	6	2	8	-
Too long/dragged out	20	21	14	1
Starts too early	3	2	7	2
Too many commercials	3	3	6	5
Too many tech. mistakes	4	4	6	-
Other comments	3	3	5	3
Nothing disliked	6	6	8	17
No answer	25	25	20	24
SAMPLE BASE	135	137	143	106

+ Question - see opposite page.

These are persons on the 'Pulse' program.

TABLE 7, opposite, shows answers to the reverse question: "What do you like least about 'City At Six'/'Pulse'?" As in the case of what was liked best, this was a completely open question; respondents were encouraged to answer in their own terms.

TABLE 7 has the same four columns as TABLE 6. Columns 1 and 4 contrast the opinions of regular 'City' viewers on 'City At Six' with those of regular 'Pulse' viewers on 'Pulse'. About a third (31 per cent) of 'City' viewers and about two-fifths (41 per cent) of 'Pulse' viewers can find nothing bad to say about their own program. About a fifth of each group cites sports as the thing they like least. However, in most cases this is not a comment on the sportscast per se, but relates to viewers' general lack of interest in sports. The biggest complaint about 'City At Six' by its own viewers relates to the structure of the program. Almost a third of 'City' viewers feel that the program is too long and dragged out, or too repetitive, or that its news is too often interrupted by other things. This is not a complaint made by 'Pulse' viewers about their program. Another difference relates to on-air personalities. Seven per cent of 'City At Six' viewers find Paul Rush the facet of 'City At Six' that they like least, whereas only one per cent of 'Pulse' viewers refer to Andrew Marquis in this way.

As for 'Pulse' viewers who have watched 'City At Six', the main things that they dislike about 'City' are the interviews (too many of them, uninteresting subjects) and the structure of the program (too long/dragged out, too much repetition, news interrupted too much).

TABLE 8

RATIO OF FAVOURABLE TO UNFAVOURABLE MENTIONS
(LIKED BEST/LIKED LEAST) FOR MAJOR ITEMS AND
PERSONALITIES ON 'CITY AT SIX' AND 'PULSE'

THING(S) LIKED LEAST	OPINIONS ON 'CITY AT SIX' BY VIEWERS OF ...			OPINIONS ON
	'CITY'⁺	'PULSE'⁺	NEITHER⁺	'PULSE'⁺
	%	%	%	%
News	56/2	38/3	47/3	46/6
Weather	16/3	10/7	11/6	11/8
Sports	15/18	14/9	10/17	9/22
Interviews	14/9	10/23	16/13	1/2
Other parts	8/10	4/7	13/10	12/8
Personalities				
In general	5/2	3/5	5/1	10/-
Haldimand	3/1	2/-	2/1	
Girolami	4/-	9/1	9/-	
Rush	2/7	-/7	2/8	
McDevitt	4/-	2/-	5/-	
Marquis*	-	-	-	14/1

⁺ Percentage figures in each ratio are taken from TABLES 6 and 7.

* Newsreader on 'Pulse'.

Finally, those who view neither program tend to react in much the same way to 'City At Six' as do regular 'City At Six' viewers. Their main objections to the program relate to structure (length and repetition) and to the amount of time devoted to sports.

TABLE 8, opposite, summarizes the favourable and unfavourable mentions for the major components and main personalities on the two programs. 'City At Six' viewers (column 1) mention the news and the weather in an overwhelmingly favourable way. The interviews on the program tend to be mentioned more often favourably than unfavourably. The sports section and other parts of the program are as likely to be mentioned favourably as unfavourably. Girolami, Haldimand and McDevitt are mentioned, if at all, in a complimentary way. Rush, on the other hand, is more often mentioned as disliked than liked. 'Pulse' viewers also react favourably rather than unfavourably to the 'City At Six' news and to Bob Girolami. They also mention the sportscast more often in a favourable than in an unfavourable light. However, they are much more critical than complimentary about the 'City At Six' interviews, and about Paul Rush.

TABLE 9

PREFERENCE FOR 'CITY AT SIX' OR 'PULSE',
EXPRESSED BY THOSE WHO HAD WATCHED BOTH +

	PREFERENCE EXPRESSED BY ...		
	'CITY' VIEWERS	'PULSE' VIEWERS	'PULSE' VIEWERS WHO WERE ASKED TO WATCH 'CITY'
	%	%	%
Prefer			
' City at Six '	24	1	5
' Pulse '	19	32	66
Both the Same	25	5	22
Don't Watch both	27	57	-
No Answer	5	5	7

+ Questions: (Asked of regular viewers of each program): "Do you ever watch a program called 'Pulse' on CFCF-TV, channel 12, between 6:00 and 7:00 pm (called 'City At Six', on CEMT, channel 6, between 6:00 and 7:30 pm) on weekdays?"

"Which do you generally prefer?"

A further question asked 'Pulse' and 'City At Six' viewers if they had ever seen the 'other' program - i.e. 'City At Six' or 'Pulse' respectively. Those who had were asked which they generally preferred and why.

TABLE 9 shows the answers, separately for regular 'City At Six' viewers, regular 'Pulse' viewers, and those 'Pulse' viewers who were specially asked to watch and comment on 'City At Six'.

'Pulse' viewers are much less likely to watch the other program than are 'City At Six' viewers. In addition, 'Pulse' viewers who have seen 'City At Six' tend overwhelmingly to prefer 'Pulse', while those 'City at Six' viewers who have seen 'Pulse', when asked which they prefer, split about equally between the two programs and give 'City' only a very slight edge.

On the whole, the forced exposure of 'Pulse' viewers to 'City At Six' would seem to have recruited few new recruits: only some 5 per cent of those who made the trial felt 'City At Six' to be superior to their own program.

TABLE 10

REASONS FOR PREFERRING 'CITY AT SIX' OR 'PULSE'
EXPRESSED BY THOSE WHO HAD WATCHED BOTH ⁺

	REASONS GIVEN FOR PREFERENCE, BY THOSE VIEWERS WHO WATCH BOTH PROGRAMS AND...	
	PREFER 'CITY'	PREFER 'PULSE'
	<u>1</u>	<u>2</u>
News better	14	7
News more comprehensive	15	9
Other aspects of news	4	6
	33	22
Sports better	1	4
Weather better	4	2
Other comments on components	2	-
Prefer personalities (general)	16	24
Girolami (Marquis*)	3	4*
Other people	5	3
Prefer atmosphere	9	11
Better humour	-	3
Structure more orderly	-	9
News not interrupted	-	5
Faster/not so dragged out	1	13
More concise	1	21
More variety	23	1
Better presentation	4	6
Less advertising	10	-
Just prefer station	5	3
Other answers	5	8
No answer	19	12
SAMPLE BASE	(141)	(151)

⁺ Question (asked of those who had watched both programs and expressed a preference for one or other): "Why do you prefer that one?"

* Newsreader on 'Pulse'.

TABLE 10 lists the reasons given by respondents for preferring 'City At Six' or 'Pulse'. (Regular 'Pulse' viewers who were asked to watch 'City At Six' are not included in this table.)

Those preferring 'City At Six' do so primarily because of the news (33 per cent, compared to 22 per cent for 'Pulse'), because of the wide variety of things covered by the program (23 per cent, compared to 1 per cent for 'Pulse'), or because it is perceived to have less advertising (10 per cent compared to nil for 'Pulse').

Those preferring 'Pulse', on the other hand, are more likely to refer to the on-air personalities on the program (24 per cent compared to 16 per cent for 'City'), or because of the more orderly structure, faster pace, lack of interruptions, or greater conciseness.

TABLE 11

EXTENT TO WHICH CERTAIN PARTS OF 'CITY AT SIX'
AND OF 'PULSE' ARE ENJOYED MORE THAN OTHERS +

	'INDEX OF LIKING' FOR VIEWERS OF		
	'CITY'	'PULSE'	NEITHER
<u>Elements of 'City'</u>			
News Reports	94	85	92
Weather Reports	85	75	77
Interviews	74	66	67
Films about Montreal	76	77	73
'City Guide'	63	64	65
Sports News	60	67	62
Press Review	70	\$	*
Sports Essay	47	49	49
<u>Elements of 'Pulse'</u>			
News Reports		97	
Weather Reports		88	
Interviews		74	
Films about Montreal		83	
Sports News		69	

+ Question - see opposite page. Responses are weighted - 'like a lot' is scored 3, 'like a little' 2, 'don't like too much' 1, and 'don't like at all' zero. The scores for all respondents are totalled, and the average for the whole sample percentaged out of the maximum score of 3. This percentage, for each item rated, is shown in the title as an 'index of liking'.

\$ Sample size too small to justify reporting.

3. Focused Reactions to Program Components

Thus far we have been discussing free form open-ended questions, which respondents could answer as they pleased. The questionnaire also, however, contained many direct, forced-choice questions and it is to these that we turn now.

One such question asked: "For each of the following parts of 'The City At Six'/'Pulse', please check whether you like it a lot, a little, not too much or not at all." Detailed replies to this question are listed in the Appendix, TABLES A-27 to A-34. TABLE 11 opposite summarizes the responses. The numbers in the body of the table are indexes, calculated as described at the foot of the table. The index is so calculated that the higher its value (maximum 100) the more widely is this particular item "liked".

The upper part of this table describes reactions to 'The City At Six'. As before, the first column shows the opinions of regular 'City' viewers, the second the opinions of regular 'Pulse' viewers who were asked to watch 'City', and the last column the opinions of those who normally watch neither program and who were specially asked to watch 'City At Six'. The lower section of the table indicates the reactions of regular 'Pulse' viewers to 'Pulse'.

Of the various items listed the most liked item on 'City At Six' is the news, followed by weather. The least liked items are the Sports Essay and the Sports News. Non-news items (City Guide, inter-

views, Press review) are not as well liked as the newscast or weather reports.

The same pattern is evident with 'Pulse' (as shown in the lower part of the table). The most liked item on 'Pulse' is the news, followed by the weather reports. The least liked item is the sports news. Interviews are not as well liked as the 'Pulse' newscast.

Those 'Pulse' viewers who were asked to watch and report on 'City At Six' (i.e. the second column of figures in the top section of TABLE 11) give high marks to the 'City' newscast. Comparing 'Pulse' viewers' opinions on 'City At Six' with their opinions on 'Pulse', we find that they rate the 'Pulse' newscast higher than the 'City' newscast (index 97 to index 85), the 'Pulse' weather reports higher than the 'City' weather reports (88 to 75), but the 'City' sports news equally with the 'Pulse' sports news (67 compared to 69).

In their reactions to 'City At Six', viewers who normally watch neither program react most favourably to the newscast and least favourably to the program's sports content and to other items unrelated to the news.

TABLE 12

EXTENT TO WHICH EACH OF THE REGULAR ON-AIR
STAFF OF 'CITY AT SIX' AND 'PULSE' ARE FELT TO
BE DOING A GOOD JOB +

	INDEX FOR VIEWERS OF		
	'CITY'	'PULSE'	NEITHER
<u>Personalities on 'City'</u>			
Paul Rush, host	69	62	68
Dave Nichols, anchorman	78	68	75
Bob Girolami, newsreader	89	78	84
Bill Haldimand, weatherman	73	60	67
Bob McDevitt, sportscaster	77	73	74
Gord Atkinson, sports essayist	60	58	61
Wayne Grigsby, host of 'City Guide'	64	58	\$
Diane Cohen, commentator	74	\$	\$
<u>Personalities on 'Pulse'</u>			
Andrew Marquis, newsreader		96	
Don McGowan, weatherman		87	
Barbara Smith, weathergirl		76	
Dick Irvine, sportscaster		86	

+ Question - see opposite page. Responses are weighted - 'doing a very good job' is scored 3, 'doing a good job' 2, 'doing a fair job' 1 and 'doing a poor job' zero. The scores are totalled, averaged, percentaged and indexed as in previous tables.

\$ Sample size too small to justify reporting.

4. Reactions to the On-air 'Personalities'

Another question presented respondents with a list of the people appearing regularly on each program. It asked, "For each of the following people who appear on 'The City At Six' ('Pulse'), please check whether you think he or she does a very good job, a good job, a fair job or a poor job."

Detailed answers to this question will be found in the Appendix, TABLES A-35 to A-46. TABLE 12 opposite provides a summary. As before, responses are shown as index numbers. In this case, the higher the index, the better the job the person is thought to be doing.

The top section of TABLE 12 gives the reactions of respondents to the on-air personnel of 'City At Six'. Here again, the first column gives the opinions of regular 'City' viewers, the second the opinions of regular 'Pulse' viewers and the third the opinions of those who normally view neither 'City' nor 'Pulse'.

Looking first at the replies of regular 'City' viewers, we see that newsreader Bob Girolami is very well liked (index 89). Somewhat less liked are anchorman Dave Nichols (78) and sportscaster Bob McDevitt (77). Reaction to host Paul Rush is definitely not so favourable (69).

Examination of the detailed tables in the Appendix (TABLE A-35) shows that this fairly low average appreciation for Paul Rush is

largely due to the 9 per cent of viewers who think he is doing a "poor" job. Actually, as many viewers feel that Rush is doing a "very good job" as feel this of Haldimand, Nichols and McDevitt. The difference is that there is a significant minority who feel Rush is doing a poor job - a minority reaction which does not exist for the other three regulars on the program. Note also, in the first column of TABLE 12, that appreciation of the sports essayist, Gord Atkinson, is at a much lower level than for the sportscaster, Bob McDevitt.

This general pattern of reaction to the personalities on 'City At Six' is shared by regular 'Pulse' viewers (column 2 in TABLE 12) and by viewers of neither program (column 3). Note however that, after Bob Girolami, 'Pulse' viewers give higher marks to sportscaster Bob McDevitt than to anyone else on 'City'.

The bottom section of TABLE 12 shows the reaction of 'Pulse' viewers to the regular personnel of 'Pulse'. The scores are generally at a higher level than for 'City At Six'. Note especially the remarkably high 'index of liking' of 96 accorded Andrew Marquis.

TABLE 13

EXTENT TO WHICH 'CITY AT SIX' AND 'PULSE' ARE
FELT TO CONTAIN TOO MUCH OF SOME THINGS,
TOO LITTLE OF OTHERS +

	OPINIONS ON 'CITY AT SIX', EXPRESSED BY VIEWERS OF			OPINIONS ON 'PULSE'
	'CITY'	'PULSE'	NEITHER	
<u>Interviews:</u> About right	57	49	49	70
(Too much - Too little)	+15	+31	+21	+4
<u>News in general:</u> About right	65	65	67	77
(Too much - Too little)	-21	-15	-19	-6
<u>News about Montreal:</u> About Right	67	59	62	61
(Too much - Too little)	-21	-29	-26	-21
<u>Film of News taking place:</u> About Right	50	52	54	60
(Too much - Too little)	-32	-20	-26	-25
<u>Correspondents talking:</u> About right	54	45	55	70
(Too much - Too little)	+7	+7	+11	+7
<u>Newsreader reading:</u> About Right	74	70	76	82
(Too much - Too little)	-10	0	0	-4
<u>Things that have nothing to do with the news:</u> About right	44	51	51	62
(Too much - Too little)	+26	+30	+15	+11
<u>Sports news:</u> About right	55	63	57	58
(Too much - Too little)	+14	+8	+18	+13
<u>Weather:</u> About right	77	73	68	74
(Too much - Too little)	-9	-9	-8	-1
<u>Jokes and informal chatter:</u> About right	51	37	53	67
(Too much - Too little)	+12	0	+12	-14

+ Question - see opposite. The topmost figure against each item in the table is the percentage of respondents who felt the program had the 'right amount' of this kind of content. The lower figure is the numerical difference between the percentage reporting 'too much' (+) and 'too little' (-).

5. Program 'Balance'

In another question, respondents were asked whether they thought 'The City At Six' ('Pulse') had too much, too little or the right amount of various items. The actual question: "Please think about the different things that appear on 'The City At Six' ('Pulse'). For each of the following, please check whether you think 'The City At Six' ('Pulse') has too much of it, not enough of it, or about the right amount of it."

Detailed answers to this question are in the Appendix, TABLES A-48 to A-57. TABLE 13 presents a summary. It shows, for each item listed, the proportion of respondents thinking that the program has "about the right amount" of material of this kind. Also shown, in each case, is the difference between the proportion saying there is "too much" of the item, and the proportion saying there is "not enough".

Thus, comparing the opinions of regular 'City' viewers on 'City At Six' (the first column) with the opinions of regular 'Pulse' viewers on 'Pulse' (the last column), it is clear that 'City At Six' viewers are much more inclined than 'Pulse' viewers to feel that their program has too many interviews, not enough news in general, too many things that have nothing to do with the news, and too many jokes and informal chatter. Moreover, reacting to 'City At Six', 'Pulse' viewers feel that, compared to their own program, 'City' has too many interviews and too many things that have nothing to do with the news. Viewers of

neither program tend to react to the 'City At Six' in much the same way as do regular 'City' viewers.

Note that substantial minorities feel that neither program carries enough news about Montreal, nor enough film of news events actually taking place.

TABLE 14

VIEWERS' OPINIONS ON SPECIFIED ASPECTS OF
'CITY AT SIX' AND 'PULSE' ⁺

	OPINIONS ON 'CITY AT SIX', EXPRESSED BY VIEWERS OF ...			OPINIONS ON
	'CITY'	'PULSE'	NEITHER	'PULSE'
Clear - confusing	84	83	77	95
Interesting - dull	74	52	72	88
Fast moving - slow and dragged out	49	38	56	72
Serious - light	53	59	49	59
Friendly and informal - stiff and formal	75	62	69	81
Professional - Amateur	72	66	73	88
For me - Not for me	66	47	62	86
Getting better - Getting worse	66	-	-	69
Enjoyable - unenjoyable	73	55	70	87
Informative - not informative	85	74	83	93

⁺ Question - see opposite. The index numbers in this table are obtained by weighting the five points in the scale by 4,3,2,1 and 0 respectively and then percentaging the mean value on the maximum 4. Hence a high value (maximum 100) indicates that the left-hand word or phrase in the pair tends to be selected; a low value (minimum 0) indicates that the right-hand word or phrase in the pair tends to be selected.

6. Other Reactions

Finally, several questions sought to compare the two programs on certain characteristics attributed to them by their viewers.

One group of questions was of the semantic-differential type: respondents were presented with pairs of adjectives or adjectival phrases ('bipolar opposites' such as clear/confusing, professional/amateur, etc.) and were required to indicate, on a five-point scale, the extent to which they felt the program had these characteristics.

Ten such pairs of opposites were presented. Detailed responses are given in the Appendix, TABLE A-47. They are summarised in TABLE 14. Here again results are presented as indices. The explanation of the scoring is given in a footnote to the table. The higher the index, the greater the tendency to feel that the program is 'clear' rather than 'confusing', 'interesting' rather than 'dull', and so on.

We first compare the reactions of regular 'City' viewers to 'City At Six' with those of regular 'Pulse' viewers to 'Pulse' (column 1 and column 4). 'City At Six' is thought to be less interesting, less enjoyable, slower and more dragged out, more amateur and less 'for me'. Compared to their own program, 'Pulse' viewers (column 2) see 'City At Six' as duller, less enjoyable, more dragged out, less friendly and more amateur.

TABLE 15

EXTENT TO WHICH VIEWERS AGREE OR DISAGREE
WITH CERTAIN STATEMENTS ABOUT 'CITY AT SIX'
AND 'PULSE' +

	OPINIONS ON 'CITY AT SIX' EXPRESSED BY VIEWERS OF ...			OPINIONS ON 'PULSE'
	'CITY'	'PULSE'	NEITHER	
a) The program deals with too many things that are just not interesting to the average viewer...	49	62	54	31
b) There is too much repetition on "The City at Six"/"Pulse"...	52	58	52	27
c) The people on the show seem very involved and interested in what they are doing...	84	72	81	93
d) The City at Six/Pulse should give <u>only</u> the news of the day, sports and weather and forget about other things...	32	39	27	24
e) "The City at Six"/"Pulse" is a show you can tune to at any time and get the news...	60	54	51	63
f) On "The City at Six"/"Pulse" they go on too long with each thing...	43	57	46	25
g) After watching "The City at Six"/"Pulse" I really feel I know what's happened in the news...	80	62	73	87
h) "The City at Six"/"Pulse" gives you a good idea of what's going on in Montreal...	81	77	80	87
i) "The City at Six"/"Pulse" should spend time on events and personalities that are not covered by ordinary newscasts...	63	52	59	54

+ Question - see opposite page. The figures in the table are in this case 'indexes of agreement' with the various statements listed. On the 5-point scale described opposite, these index figures are compiled on the same basis as the index figures in TABLE 14. In this case, the larger the index, the greater the degree of overall agreement with the statement.

Another block of questions presented respondents with various statements about the programs and asked them to check, for each statement, how much they agreed or disagreed with it. The possible alternatives were 'Agree a lot', 'Agree a little', 'Uncertain', 'Disagree a little' and 'Disagree a lot'. Details of viewers' responses to these questions are in the Appendix, TABLES A-58 to A-66. TABLE 15 presents a summary of the index scores. The index here is constructed so that it has a value of 100 if all respondents agree with the statement and a value of 0 if all respondents disagree.

Compared to what 'Pulse' viewers think of their program (column 4), 'City' viewers (column 1) tend to feel that 'The City At Six' has too much repetition, that each item continues for too long, and that the program deals with too many things that are just not interesting to the average viewer. Both programs, it is felt, "give you a good idea what's going on in Montreal"; both give the viewer the feeling that he really knows what's been going on in the news; and in both programs the on-air staff give the impression of knowing what they're doing.

Compared to what they think of their own program, 'Pulse' viewers feel very strongly that 'The City At Six' deals with too many things that are just not interesting to the average viewer, that it is too repetitive, and that each item tends to go on too long.

IV SUMMARY OF CONCLUSIONS

The 'City At Six' and 'Pulse' Audiences: Their Size, Viewing Habits and Demographics

In the 6:00-7:00 pm slot on weekdays, the first hour of CBMT's new, ninety-minute program of news and comment, 'The City At Six', runs directly against CFCF's 'Pulse'. 'Pulse' has the bigger average audience, outrating 'The City At Six' by about 3 to 1. The last half-hour of 'The City At Six', from 7:00-7:30 pm runs against a miscellany of light entertainment programs on CFCF. Here again CFCF has the bigger audience, outrating CBMT by about 2 to 1.

Throughout this 6:00-7:30 pm weekday period, both CBMT and CFCF show a slight audience decline from the previous 1972-73 season. In relation to each other, however, there has been virtually no change in the size of their audiences.

Viewing of 'The City At Six' is more intermittent than viewing of 'Pulse'. Thus, of those who watch 'City' at all in the course of an average month, about one-third watch every day - whereas for 'Pulse' it is about one-half. Moreover, on any given day, only about one-third of those who do watch 'The City At Six' watch the whole 90-minute program: The remaining two-thirds watch only parts of the program. For 'Pulse', about the exact opposite holds: two-thirds of each day's

viewers watch throughout the entire hour while one-third tend to watch parts of the program only.

What this means is that, while the average 6:00-7:30 pm audience to 'The City At Six' is only about two-thirds the size of the average 6:00-7:00 pm audience to 'Pulse', over the course of a month or so 'City' reaches about three-quarters as many people as does 'Pulse'. This suggests that viewers of 'The City At Six', while not as numerous as those of 'Pulse', are using the program as a long-term resource - one to which they turn for items that are of interest to them, without watching the program in its entirety.

Demographically, the audiences to the two programs are very similar, such differences as there are - in viewers' age, type of occupation, level of education, mother tongue, size and composition of household - being small or negligible.

What Viewers Want from Programs of This Kind

The thing that viewers of 'Pulse' and 'City' seem to want most of all from programs of this kind is hard news - especially local Montreal area news and national news. Weather forecasts for the local area and descriptions of the Montreal weather are also felt to be very important.

Rated as a much less important element in programs of this kind is sports, in all its forms - news of local sports, news of professional sports, commentary on the sports scene.

A low level of importance is also placed on other items in the program that are not directly connected with the news - interviews, opinions, commentary, descriptions of what to do in Montreal, etc. Most viewers do not feel that such items should be excluded from programs like 'The City At Six' and 'Pulse'. The feeling is simply that there must first be an adequate treatment of news and weather.

Interestingly enough, 'Pulse' and 'City' viewers, for the most part, show the same general pattern of interest in and expectations from their programs. News and weather items are felt to be most important, sports items least important, other items lie in between. However, 'Pulse' viewers tend to be more interested than 'City' viewers in sports in all its forms, and in local items - news about Montreal, films of happenings in Montreal, descriptions of things to do in the Montreal area.

Viewers' Reactions to the Different Segments of the Programs That They Watch

In line with the foregoing, both 'City' viewers and 'Pulse' viewers feel that the best thing about their program is its news content. Even regular 'Pulse' viewers give high marks to the treatment of the news on 'City'. However, there are two common criticisms made of the news by substantial minorities of each program's viewers - first, that there is not enough local news (a criticism made by about a quarter of each program's audience); and second, that there is not enough film of the

news events that are reported on (about one-third of viewers of each of the two programs offer this criticism).

Both programs' weather reports and forecasts are also highly appreciated by those who watch them, with regular 'Pulse' viewers again giving high marks to 'City's' performance.

The sports segments of both programs draw most criticism. Clearly, however, this is not so much a comment on the actual presentation itself as a reflection of the fact that (as already indicated) sports is a minority interest for regular viewers of both these programs.

Other non-news items on 'City' are also less enjoyed than the news itself. This goes for interviews, the City Guide section, descriptions of what to do in Montreal, and the Press Review. A substantial minority of 'City' viewers (about one-third of them) feel that there is simply too much time devoted on the program to things that have nothing to do with the news, while about a quarter feel specifically that there is too much time devoted to interviews. 'Pulse' viewers do not feel this about their own program; they do feel it, however, about 'City At Six', even more strongly than 'City' viewers do themselves.

Reactions to Those Appearing on the Programs

The on-air 'personalities' seem generally more important to 'Pulse' viewers than to 'City' viewers: they are more often mentioned spontaneously as being "the best thing about the program". In response to

this same question, 'City' viewers tend more often to mention things, parts of the programs, than people.

In one particular regard there is no essential difference between 'City' and 'Pulse' viewers in their reaction to the on-air staff: both groups of viewers see the people on their program as involved and interested in what they are doing.

However, it is clear that 'Pulse' has a real trump card in newsreader Andrew Marquis. Bob Girolami, the 'City' newsreader is also very well liked, even by 'Pulse' viewers - though he rates somewhat below Marquis. The least liked of the regular daily quintet of performers on 'City' is, unfortunately, the host Paul Rush. This overall audience reaction to Rush is traceable mainly to the approximately 1 in 10 viewers of 'City' who seem to dislike him intensely and rate him as doing "a poor job" on the program - a much heavier degree of criticism than that accorded to any of 'City's' other on-air staff.

Other Reactions to 'City'

A major complaint by substantial numbers of 'City' viewers concerns the length of the program, with associated criticisms of repetition, interruptions of the newscast, and 'padding'. There is also a widespread feeling that the program does not 'move along' as quickly as 'Pulse' does - that its pace is too slow. These two strains of criticism permeate audience reactions to the program. Thus, when asked the one thing they liked least about the program, regular 'City'

viewers mentioned its length, repetition and interrupted news. The main reason given by 'Pulse' viewers for preferring 'Pulse' to 'City' was that it was more concise, moved along faster and had a more orderly structure. Four out of every ten 'City' viewers felt there was too much repetition in the program, one in every three that single items go on for too long. These are not criticisms made of 'Pulse' by its viewers.

Perhaps linked with this, there is a somewhat greater tendency for 'City' viewers than for 'Pulse' viewers to feel that their program has too much joking and chatter between items. However, both programs leave their viewers with a generally favourable impression of relaxation, friendliness and informality. This is certainly an uncommon attribute for a CBC information program, the great majority of which convey the opposite impression of rather cold, didactic formality.

APPENDICES

Disposition of recruitment sample	TABLES A-1
Disposition of mail sample	A-2
Detailed responses to questions	A-3 to A-67
Questionnaires (reduced facsimiles)	

DISPOSITION OF ORIGINAL(RECRUITMENT) SAMPLE

Outcome	Number of telephone calls	Proportions
		%
No answer/busy	1,575	11.2
Refused/sick	282	2.0
Refused to co-operate	145	1.0
Foreign/deaf	122	0.9
French-speaking	8,324	59.2
No qualified respondent	1,293	9.2
'Pulse' viewer, quota filled	429	3.0
Non-viewer, quota filled	683	4.9
Completed interview	1,214	8.6
Total:	14,067	100.0

DISPOSITION OF MAIL SAMPLE

	Mailed Out	Returned Usuable Questionnaire
'City' viewers	486	303 (62%)
'Pulse' viewers reporting on 'City'	208	101 (49%)
'Pulse' viewers reporting on 'Pulse'	280	202 (72%)
Non viewers reporting on 'City'	208	87 (42%)
TOTAL	1182	693 (59%)

	PROGRAM VIEWED MOST OFTEN	
	'THE CITY AT SIX'	'PULSE'
TOTAL	303 100	303 100
Q 1. HOW MANY DAYS A WEEK DO YOU USUALLY WATCH 'PULSE'/'CITY AT SIX'?		
EVERY DAY	34	51
3 OR 4 DAYS A WEEK	32	31
1 OR 2 DAYS A WEEK	22	13
LESS THAN ONCE A WEEK	12	4
NO ANSWER	1	-
Q 2. 'THE CITY AT SIX' STARTS AT 6.00 AND ENDS AT 7.30... 'PULSE' STARTS AT 6.00 AND ENDS AT 7.00. WHEN YOU WATCH, DO YOU USUALLY TUNE TO...		
THE WHOLE PROGRAM	31	67
JUST PART OF IT	69	33
NO ANSWER	*	*
Q 2A. PLEASE CHECK ALL THE QUARTER-HOUR PERIODS WHEN YOU USUALLY WATCH 'PULSE'/'THE CITY AT SIX'.		
6.00 - 6.15	70	85
6.15 - 6.30	63	86
6.30 - 6.45	68	81
6.45 - 7.00	65	94
7.00 - 7.15	61	-
7.15 - 7.30	52	-
NO ANSWER	2	1

	PROGRAM VIEWED MOST OFTEN	
	CITY AT SIX	PULSE
TOTAL	303 100	303 100
Q 3. WHEN YOU WATCH 'PULSE'/'CITY AT SIX', WHAT IS THE MOST IMPORTANT THING YOU WANT TO SEE.		
NEWS/THE NEWS (JUST)	57	39
LOCAL NEWS/NEWS ABOUT MONTREAL	14	25
NATIONAL/CANADIAN NEWS	10	11
INTERNATIONAL/WORLD NEWS	15	19
NEWS ANALYSIS	2	1
EDITORIALS/OPINIONS	1	1
HEADLINES ONLY	2	3
INTERVIEWS	13	2
WEATHER	21	37
SPORTS	14	21
CITY GUIDE/THINGS TO DO IN MTL	1	*
ARTS/LITERATURE ETC.	-	-
EVERYTHING	1	5
OTHER/UNCLASSIFIABLE	3	2
NO ANSWER	7	8

TABLE A-5

	PROGRAM VIEWED MOST OFTEN	
	'THE CITY AT SIX'	'PULSE'
TOTAL	303 100	303 100
Q 4. WHEN YOU WATCH 'THE CITY AT SIX'/'PULSE' ARE YOU GENERALLY...		
JUST WATCHING THE PROGRAM	56	62
IN THE SAME ROOM AS THE TV AND DOING OTHER THINGS	30	26
MOVING ABOUT FROM ROOM TO ROOM	13	11
NO ANSWER	1	1
Q 5. WHEN YOU HAVE THE PROGRAM ON, DO YOU GENERALLY WATCH...		
EVERYTHING	40	59
JUST CERTAIN PARTS	60	40
-REGULAR PARTS	25	20
-THINGS THAT CATCH INTEREST	29	19
NO ANSWER	-	1

TABLE A-5
(cont'd)

(CONTINUED)		PROGRAM VIEWED MOST OFTEN	
		THE CITY AT SIX	PULSE
TOTAL		303 100	303 100
Q 5B. HOW 'THE CITY AT SIX' IS WATCHED (CONTD). DO YOU GENERALLY TRY TO WATCH ...			
THE NEWS AT 6.00		42	-
THE SPORTS NEWS AT ABOUT 6.20		19	-
THE NEWS AT 6.30		33	-
'CITY GUIDE'		20	-
THE WEATHER		41	-
THE NEWS AT 7.00		26	-
THE SPORTS NEWS AT 7.20		11	-
COMMENTS/OPINIONS		1	-
INTERVIEWS/DISCUSSIONS		4	-
OTHER		2	-
NO ANSWER		1	-
Q 5B. HOW 'PULSE' IS WATCHED (CONTD). DO YOU GENERALLY TRY TO WATCH ...			
THE NEWS		-	37
THE SPORTS NEWS		-	10
THE WEATHER REPORTS		-	33
COMMENTS/OPINIONS		-	2
INTERVIEWS/DISCUSSIONS		-	1
OTHER		-	1
NO ANSWER		-	1

SUMMARY OF HOW 'CITY AT SIX'/'PULSE' VIEWED
(QUESTIONS 2, 5, AND 5A)

	PROGRAM VIEWED MOST OFTEN	
	'CITY AT SIX'	'PULSE'
TOTAL	303 100	303 100
VIEW WHOLE PROGRAM	31	67
WATCH EVERYTHING	25	55
WATCH CERTAIN THINGS ONLY	6	12
WATCH REGULAR PARTS	3	7
WATCH THINGS THAT CATCH INTEREST	2	5
VIEW JUST PART OF THE PROGRAM	69	33
WATCH EVERYTHING	15	4
WATCH CERTAIN THINGS ONLY	53	28
WATCH REGULAR PARTS	23	14
WATCH THINGS THAT CATCH INTEREST	27	15
NO ANSWER	*	1

A) NEWS ABOUT THE MONTREAL AREA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	64	77
2- QUITE IMPORTANT	31	21
1- NOT TOO IMPORTANT	4	2
0- NOT IMPORTANT AT ALL	*	-
NO ANSWER	1	*
INDEX	0.87	0.92

8) NEWS ABOUT OTHER PARTS OF THE
PROVINCE OF QUEBEC

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	292 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	33	41
2- QUITE IMPORTANT	50	45
1- NOT TOO IMPORTANT	14	11
0- NOT IMPORTANT AT ALL	1	1
NO ANSWER	1	2
INDEX	0.72	0.76

C) NEWS OF OTHER PARTS OF CANADA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	41	43
2- QUITE IMPORTANT	49	46
1- NOT TOO IMPORTANT	8	9
0- NOT IMPORTANT AT ALL	1	*
NO ANSWER	1	2
INDEX	0.77	0.78

D) NEWS OF THE UNITED STATES

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	26	19
2- QUITE IMPORTANT	45	48
1- NOT TOO IMPORTANT	20	29
0- NOT IMPORTANT AT ALL	6	3
NO ANSWER	3	1
INDEX	0.64	0.61

E) NEWS OF OTHER COUNTRIES

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	32	29
2- QUITE IMPORTANT	41	43
1- NOT TOO IMPORTANT	21	24
0- NOT IMPORTANT AT ALL	3	3
NO ANSWER	3	1
INDEX	0.68	0.66

F) NEWS OF THE FEDERAL GOVERNMENT
(OTTAWA)

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	60	57
2- QUITE IMPORTANT	30	37
1- NOT TOO IMPORTANT	6	4
0- NOT IMPORTANT AT ALL	2	*
NO ANSWER	2	1
INDEX	0.84	0.84

G) OPINIONS ABOUT WHAT'S BEEN GOING
ON IN THE NEWS

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	30	32
2- QUITE IMPORTANT	34	33
1- NOT TOO IMPORTANT	21	24
0- NOT IMPORTANT AT ALL	11	8
NO ANSWER	3	3
INDEX	0.62	0.64

H) NEWS OF WHAT'S GOING ON IN
FRENCH CANADA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	32	33
2- QUITE IMPORTANT	41	44
1- NOT TOO IMPORTANT	17	16
0- NOT IMPORTANT AT ALL	6	3
NO ANSWER	4	4
INDEX	0.68	0.70

1) INTERVIEWS WITH PEOPLE IN THE NEWS

	OPINIONS OF VIEWERS.	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	29	24
2- QUITE IMPORTANT	38	41
1- NOT TOO IMPORTANT	25	30
0- NOT IMPORTANT AT ALL	6	3
NO ANSWER	2	2
INDEX	0.64	0.63

K) SPORTS NEWS ABOUT PROFESSIONAL
SPORTS LIKE BASEBALL, HOCKEY
AND FOOTBALL

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	21	32
2- QUITE IMPORTANT	24	25
1- NOT TOO IMPORTANT	31	28
0- NOT IMPORTANT AT ALL	20	13
NO ANSWER	3	2
INDEX	0.49	0.59

1.) COMMENTS AND OPINIONS ON WHAT'S
BEEN GOING ON IN THE SPORTS WORLD

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	12	16
2- QUITE IMPORTANT	20	24
1- NOT TOO IMPORTANT	36	38
0- NOT IMPORTANT AT ALL	28	20
NO ANSWER	5	2
INDEX	0.39	0.46

M) DESCRIPTIONS OF THE WEATHER IN MONTREAL

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	55	62
2- QUITE IMPORTANT	31	26
1- NOT TOO IMPORTANT	9	8
0- NOT IMPORTANT AT ALL	3	2
NO ANSWER	2	1
INDEX	0.80	0.83

N) DESCRIPTIONS OF THE WEATHER IN
THE REST OF THE COUNTRY

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	14	20
2- QUITE IMPORTANT	35	36
1- NOT TOO IMPORTANT	35	34
0- NOT IMPORTANT AT ALL	13	9
NO ANSWER	3	1
INDEX	0.50	0.56

Q) WEATHER FORECASTS FOR THE MONTREAL
AREA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	67	74
2- QUITE IMPORTANT	25	23
1- NOT TOO IMPORTANT	4	1
0- NOT IMPORTANT AT ALL	2	*
NO ANSWER	1	*
INDEX	0.87	0.91

P) DESCRIPTIONS OF THINGS TO DO IN
THE MONTREAL AREA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	24	34
2- QUITE IMPORTANT	33	30
1- NOT TOO IMPORTANT	31	29
0- NOT IMPORTANT AT ALL	10	6
NO ANSWER	2	1
INDEX	0.58	0.64

Q) FILMS ABOUT THINGS GOING ON IN
MONTREAL

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202 100
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING HOURS		
3- VERY IMPORTANT	28	35
2- QUITE IMPORTANT	37	41
1- NOT TOO IMPORTANT	25	21
0- NOT IMPORTANT AT ALL	8	3
NO ANSWER	2	*
INDEX	0.62	0.69

TABLE A-24

	OPINIONS OF VIEWERS			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100	87 100
Q 6. WHAT DO YOU LIKE BEST ABOUT THE CITY AT SIX, PULSE?					
COMPONENTS	58	54	58	54	56
NEWS (JUST)	40	29	41	31	32
LOCAL/MONTREAL NEWS	5	5	5	3	9
NATIONAL/CANADIAN NEWS	4	5	3	1	3
INTERNATIONAL/WORLD NEWS	5	7	6	3	2
NEWS ANALYSIS	1	*	*	—	—
ON-THE-SPOT FILM	1	6	1	—	1
OPINIONS/EDITORIALS	1	4	3	—	—
INTERVIEWS	14	1	13	10	16
SPORTS NEWS/INTERVIEWS	15	0	14	14	10
WEATHER	16	11	15	10	11
CITY GUIDE	4	—	3	3	4
PRESS REVIEW	*	—	—	—	1
OTHER COMPONENTS	1	2	1	1	2
PERSONALITIES	14	26	13	14	16
GENERAL/NO SPECIFIC PERSON	5	10	5	3	5
GIRLAM/MARQUIS	4	14	4	9	2
RUSH/MCGOWAN	2	5	1	—	—
HALDIMAND/SMITH	3	3	3	3	2
MCDONNITT/IRVINE	4	2	4	3	3
OTHER PERSONALITIES	3	4	1	2	5

(CONTINUED)	OPINIONS OF VIEWERS				OPINIONS OF DEC. 2001 VIEWERS, ON CITY AT SIX	OPINIONS OF DEC. 2001 VIEWERS, ON CITY AT SIX	OPINIONS OF DEC. 2001 VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	ON PULSE	ON PULSE			
TOTAL	303 100	202 100	213 100	213 100	101 100	87 100	
6. LIKED BEST (CONTD)							
MOOD/ATMOSPHERE	10	12	11	11	5	3	
FRIENDLY/RELAXED ATMOSPHERE	9	8	9	9	5	6	
JOKES/HUMOUR	2	6	2	2	-	-	
OTHER COMMENTS	*	-	*	*	-	-	
STRUCTURE/FORMAT	10	17	11	11	8	15	
WIDE VARIETY	4	1	4	4	4	1	
DEFINITION	2	5	1	1	1	-	
CONCISE	1	5	1	1	1	-	
PRESENTATION	2	10	2	2	1	6	
OTHER COMMENTS	2	1	3	3	2	-	
OTHER	25	23	25	25	33	23	
EVERYTHING	4	7	4	4	2	3	
OTHER/UNCLASSIFIABLE	3	4	3	3	4	6	
NO ANSWER	18	11	17	17	27	14	

TABLE A-24
(cont'd)

TABLE A-25
(cont'd)

(CONTINUED)	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX		ON PULSE	ON BOTH SHOWS, ON CITY AT SIX		
TOTAL	303 100	202 100	213 100		101 100	97 100
Q 7. LEAST LIKED (CONTD)						
STRUCTURE/FORMAT	28	6	29		30	28
NEWS INTERRUPTED TOO MUCH	4	2	4		3	3
TOO MUCH REPETITION	6	1	7		2	2
TOO LONG/DRAWN OUT	20	1	22		21	14
STARTS TOO EARLY	3	2	2		2	7
OTHER COMMENTS	2	1	2		4	--
OTHER	39	49	39		48	43
TOO MANY COMMERCIALS	3	5	2		3	6
TOO MANY TECHNICAL MISTAKES	4	3	3		4	6
NOTHING	6	17	6		5	3
EVERYTHING	1	--	1		--	--
OTHER/UNCLASSIFIABLE	3	3	3		3	5
NO ANSWER	25	24	25		25	20

	OPINIONS OF VIEWERS--			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE		
TOTAL	303 100	302 100		101 100
Q 8. DO YOU EVER WATCH A PROGRAM CALLED 'THE CITY AT SIX' ON CRMT, CHANNEL 6, BETWEEN 6.00 P.M. AND 7.30 P.M. ON WEEKDAYS.				
DO YOU EVER WATCH A PROGRAM CALLED 'PULSE' ON CHANNEL 12, BETWEEN 6.00 P.M. AND 7.00 P.M. ON WEEKDAYS.				
Q 8A. WHICH DO YOU GENERALLY PREFER--				
'THE CITY AT SIX'	24	1		5
'PULSE'	19	32		66
LIKE BOTH THE SAME	25	5		22
DON'T WATCH EITHER	27	57		2
NO ANSWER	4	3		5

A) NEWS REPORTS.

	--- OPINIONS OF VIEWERS ---				OPINIONS OF VIEWERS ON PULSE CITY AT SIX		OPINIONS OF VIEWERS ON PULSE CITY AT SIX		OPINIONS OF VIEWERS ON PULSE CITY AT SIX	
	ON CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX	ON PULSE CITY AT SIX
TOTAL	303 100	202 100	213 100	213 100	101 100	97 100				
0 10. PLEASE RATE THE ABOVE PARTS OF THE CITY AT SIX/PULSE.										
3- LIKE A LOT	83	80	81	81	67	75				
2- LIKE A LITTLE	12	8	13	13	32	11				
1- DON'T LIKE TOO MUCH	2	*	2	2	5	6				
0- DON'T LIKE AT ALL	*	-	*	*	-	-				
DON'T RECALL THIS PART	*	-	*	*	-	-				
NO ANSWER	3	2	3	3	6	6				
INDEX	0.94	0.97	0.94	0.94	0.85	0.92				

3) WEATHER REPORTS

	-- OPINIONS OF VIEWERS --				OPINIONS OF RFG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX			
TOTAL	303 100	202 100	213 100		101 100	87 100
Q 10. PLEASE RATE THE ABOVE PARTS OF THE CITY AT SIX, PULSE						
3- LIKE A LOT	64	70	83		43	52
2- LIKE A LITTLE	21	21	20		46	29
1- DON'T LIKE TOO MUCH	7	4	0		12	3
0- DON'T LIKE AT ALL	3	1	2		4	7
DON'T RECALL THIS PART	1	*	1		-	1
NO ANSWER	4	2	5		6	3
INDEX	0.85	0.88	0.86		0.75	0.77

C) INTERVIEWS WITH PEOPLE

	OPINIONS OF VIEWERS			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE CITY AT SIX	OF BOTH SHOWS, ON CITY AT SIX	REG. PULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX	
TOTAL	303 100	202 100	213 100	101 100	87 100	
Q 10. PLEASE RATE THE ABOVE PARTS OF THE CITY AT SIX (1) PULSE						
3- LIKE A LOT	46	37	40	33	49	
2- LIKE A LITTLE	27	44	30	29	24	
1- DON'T LIKE TOO MUCH	14	12	16	21	21	
0- DON'T LIKE AT ALL	6	2	7	7	3	
DON'T RECALL THIS PART	2	1	2	4	-	
NO ANSWER	6	4	7	7	3	
INDEX	0.74	0.74	0.70	0.66	0.67	

OPINIONS ABOUT HAPPENINGS IN MONTREAL

	OPINIONS OF VIEWERS				OPINIONS OF REF. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	IF BOTH SHOWS, ON CITY AT SIX			
TOTAL	303 100	302 100	213 100		101 100	87 100
Q 10. PLEASE RATE THE ABOVE PARTS OF 'THE CITY AT SIX' / 'PULSE'						
3- I LIKE A LOT	46	58	43		47	46
2- I LIKE A LITTLE	26	23	26		26	25
1- DON'T LIKE TOO MUCH	14	8	15		12	18
0- DON'T LIKE AT ALL	3	2	5		4	6
DON'T RECALL THIS PART	4	5	5		4	-
NO ANSWER	6	3	7		8	6
INDEX	0.76	0.83	0.74		0.77	0.73

E) THE 'CITY GUIDE'

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REF. PULSE VIEWERS ON CITY AT SIX		OPINIONS OF REF. PULSE VIEWERS ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	SHOWS ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0 0	213 100		191 100		87 100	
Q 10. PLEASE RATE THE ABOVE PARTS OF 'THE CITY AT SIX' / PULSE:								
3- LIKE A LOT	25	-	19		28		28	
2- LIKE A LITTLE	24	-	24		24		28	
1- DON'T LIKE TOO MUCH	17	-	19		17		16	
0- DON'T LIKE AT ALL	9	-	10		9		9	
DON'T RECALL THIS PART	15	-	15		12		13	
NO ANSWER	11	-	12		11		9	
INDEX	0.63	0.0	0.57		0.64		0.65	

F) SPORTS NEWS.

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX			
TOTAL	303 100	202 100	213 100		101 100	87 100
Q 10. PLEASE RATE THE ABOVE PARTS OF 'THE CITY AT SIX'/'PULSE'.						
3- LIKE A LOT	29	38	28		30	34
2- LIKE A LITTLE	29	31	32		36	24
1- DON'T LIKE TOO MUCH	17	19	16		12	18
0- DON'T LIKE AT ALL	15	5	11		9	14
DON'T RECALL THIS PART	4	2	5		2	1
NO ANSWER	7	3	8		12	8
INDEX	0.60	0.69	0.62		0.67	0.62

G) THE PRESS REVIEW ON MONDAYS

	OPINIONS OF VIEWERS			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX	ON CITY AT SIX	ON PULSE	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0	213 100	101 100		87 100	
0 10. PLEASE RATE THE ABOVE PARTS OF 'THE CITY AT SIX' PULSE							
3- LIKE A LOT	30	-	78	16		29	
2- LIKE A LITTLE	23	-	23	27		20	
1- DON'T LIKE TOO MUCH	12	-	13	18		16	
0- DON'T LIKE AT ALL	6	-	2	6		10	
DON'T RECALL THIS PART	20	-	26	21		21	
NO ANSWER	9	-	5	13		11	
INDEX	0.70	0.0	0.67	0.60		0.59	

H) THE SPORTS ESSAY WITH GORDON
AIRDISON ON THURSDAYS

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-REG. PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS, CITY AT SIX	BOTH CITY AT SIX		
TOTAL	303 100	0 0	213 100		101 100	97 100
Q 10. PLEASE RATE THE ABOVE PARTS OF THE CITY AT SIX, PULSE						
3- LIKE A LOT	18	-	17		15	21
2- LIKE A LITTLE	19	-	20		21	21
1- DON'T LIKE TOO MUCH	20	-	20		20	14
0- DON'T LIKE AT ALL	23	-	23		17	24
DON'T RECALL THIS PART	13	-	13		16	13
NO ANSWER	7	-			12	3
INDEX	0.47	0.0	0.46		0.49	0.49

A) PAUL RUSH, THE HOST-CITY:

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX			
TOTAL	403 100	0	213 100		101 100	87 100
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON THE CITY AT SIX/PULSE:						
3- VERY GOOD JOB	39	-	30		32	37
2- GOOD JOB	29	-	31		26	29
1- FAIR JOB	15	-	16		20	17
0- POOR JOB	9	-	5		13	8
DON'T RECALL THIS PERSON	2	-	3		4	2
NO ANSWER	7	-	7		8	7
INDEX	0.69	0.0	0.60		0.62	0.63

3) DAVE NICHOLS, THE ANCHORMAN-CITY!

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	THE BOTH SHOWS, ON CITY AT SIX		ON CITY AT SIX	ON PULSE	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0	213 100		101 100		87 100	
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?								
3- VERY GOOD JOB	43	-	38		27		37	
2- GOOD JOB	32	-	38		30		38	
1- FAIR JOB	11	-	12		10		14	
0- POOR JOB	2	-	2		5		-	
DON'T RECALL THIS PERSON	3	-	4		3		3	
NO ANSWER	10	-	11		11		4	
INDEX	0.79	0.0	0.76		0.68		0.75	

10) BILL HALDIMAND, THE WEATHERMAN-CITY!

	OPINIONS OF VIEWERS			OPINIONS OF VIEWERS, ON CITY AT SIX		OPINIONS OF VIEWERS, ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0 0	213 100	101 100	87 100		
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON THE CITY AT SIX/PULSE?							
3- VERY GOOD JOB	42	-	42	25	32		
2- GOOD JOB	28	-	29	31	38		
1- FAIR JOB	19	-	18	26	15		
0- POOR JOB	3	-	3	9	8		
DON'T RECALL THIS PERSON	3	-	3	-	2		
NO ANSWER	5	-	6	10	5		
INDEX	0.73	0.0	0.73	0.60	0.67		

5) BILL HALDIMAND, THE WEATHERMAN-CITY!

	OPINIONS OF VIEWERS			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX			
TOTAL	303 100	0 0	213 100	101 100	87 100	
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?						
3- VERY GOOD JOB	42	-	4-	25	32	
2- GOOD JOB	28	-	20	31	38	
1- FAIR JOB	19	-	10	26	15	
0- POOR JOB	3	-	2	3	4	
DON'T RECALL THIS PERSON	3	-	1	-	2	
NO ANSWER	5	-	1	10	5	
INDEX	0.73	0.0	0.73	0.50	0.57	

PA. BOB MCDEVILL, THE SPORTSCASTER-CITY!

	OPINIONS OF VIEWERS			OPINIONS OF REG. HOUSE VIEWERS, ON CITY AT SIX		OPINIONS OF CITY AT SIX	
	ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0 0	213 100	101 100	87 100		
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?							
3- VERY GOOD JOB	40	-	38	33	38		
2- GOOD JOB	28	-	29	39	34		
1- FAIR JOB	12	-	15	14	15		
0- POOR JOB	2	-	1	1	1		
DON'T RECALL THIS PERSON	7	-	8	5	7		
NO ANSWER	10	-	9	9	5		
INDEX	0.77	0.0	0.75	0.73	0.74		

1. GORDON ATKINSON, THE SPORTS ESSAYIST-CITY!

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	IF BOTH SHOWS, ON CITY AT SIX			
TOTAL	30.3 100	0 0	213 100		121 100	87 100
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON THE CITY AT SIX? PULSE!						
3- VERY GOOD JOB	24	-	21		18	26
2- GOOD JOB	27	-	28		27	30
1- FAIR JOB	16	-	17		22	20
0- POOR JOB	13	-	13		8	10
DON'T RECALL THIS PERSON	10	-	11		15	9
NO ANSWER	10	-	10		11	5
INDEX	0.60	0.0	0.50		0.58	0.61

5) WAYNE GRIGBY, HOST OF 'CITY GUIDE'--CITY!

	OPINIONS OF VIEWERS			OPINIONS OF REG. SHOWS, ON VIEWERS, ON CITY AT SIX	OPINIONS OF REG. SHOWS, ON VIEWERS, ON CITY AT SIX	OPINIONS OF REG. SHOWS, ON VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	ON BOTH SHOWS, ON CITY AT SIX			
TOTAL	303 100	0 0	215 100	101 100	87 100	
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?						
3- VERY GOOD JOB	21	-	13	16	17	
2- GOOD JOB	25	-	28	26	34	
1- FAIR JOB	21	-	21	26	18	
0- POOR JOB	3	-	4	4	5	
DON'T RECALL THIS PERSON	18	-	18	16	15	
NO ANSWER	11	-	11	13	10	
INDEX	0.64	0.0	0.62	0.58	0.65	

H) DIAN COHEN, ECONOMIC COMMENTATOR-CITY

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. VIEWERS ON CITY AT SIX		OPINIONS OF VIEWERS ON CITY AT SIX		OPINIONS OF REG. VIEWERS ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	0 0	213 100						101 100	87 100
0 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?										
3- VERY GOOD JOB	35	-	30						17	22
2- GOOD JOB	29	-	25						22	32
1- FAIR JOB	12	-	11						24	14
0- POOR JOB	3	-	2						4	2
DON'T RECALL THIS PERSON	14	-	15						21	21
NO ANSWER	9	-	9						13	9
INDEX	0.74	0.0	0.73						0.59	0.68

A) ANDREW MARQUIS, THE NEWSREADER-PULSE!

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	(IN CITY AT SIX	ON PULSE	OF BOTH SHOWS ON CITY AT SIX			
TOTAL	0 0	202 100	0 0		0 0	0 0
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?						
3- VERY GOOD JOB	-	89	-		-	-
2- GOOD JOB	-	8	-		-	-
1- FAIR JOB	-	1	-		-	-
0- POOR JOB	-	-	-		-	-
DON'T RECALL THIS PERSON	-	-	-		-	-
NO ANSWER	-	1	-		-	-
INDEX	0.0	0.96	0.0		0.0	0.0

B) DON MCGOWAN, THE WEATHERMAN-PULSE!

	--- OPINIONS OF VIEWERS ---				OPINIONS RE		TOTAL
	ON CITY AT SIX	ON PULSE	ON SHOWS, ON CITY AT SIX	ON CITY AT SIX	REG. PULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX	
TOTAL	0 0	202 100	0 0	0 0	0 0	0 0	0 0
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?							
3- VERY GOOD JOB	-	68	-	-	-	-	-
2- GOOD JOB	-	22	-	-	-	-	-
1- FAIR JOB	-	8	-	-	-	-	-
0- POOR JOB	-	-	-	-	-	-	-
DON'T RECALL THIS PERSON	-	-	-	-	-	-	-
NO ANSWER	-	2	-	-	-	-	-
INDEX	0.0	0.87	0.0	0.0	0.0	0.0	0.0

C. BARBARA SMITH, THE WEATHERGIRL - PULSE!

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF PULSE VIEWERS, ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	OF ROTH SHOWS, ON CITY AT SIX	ON PULSE	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	0	202	0	0	0	0	0	0
	0	100	0	0	0	0	0	0
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON 'THE CITY AT SIX'/'PULSE'?								
3- VERY GOOD JOB	-	05	-	-	-	-	-	-
2- GOOD JOB	-	23	-	-	-	-	-	-
1- FAIR JOB	-	15	-	-	-	-	-	-
0- POOR JOB	-	0	-	-	-	-	-	-
DON'T RECALL THIS PERSON	-	-	-	-	-	-	-	-
NO ANSWER	-	1	-	-	-	-	-	-
INDEX	0.0	0.76	0.0	0.0	0.0	0.0	0.0	0.0

DI DICK IOWING, THE SPORTSCASTER-PULSE

	OPINIONS OF VIEWERS			OPINIONS OF PULSE VIEWERS, ON CITY AT SIX			OPINIONS OF NON-PULSE VIEWERS, ON CITY AT SIX		
	IN CITY AT SIX	ON PULSE	BY BOTH CITIES	IN CITY AT SIX	ON PULSE	BY BOTH CITIES	IN CITY AT SIX	ON PULSE	BY BOTH CITIES
TOTAL	0	202	0	0	100	0	0	0	0
Q 11. HOW GOOD A JOB DO YOU THINK THE ABOVE DO ON THE CITY AT SIX? PULSE									
3- VERY GOOD JOB	-	60	-	-	-	-	-	-	-
2- GOOD JOB	-	20	-	-	-	-	-	-	-
1- FAIR JOB	-	3	-	-	-	-	-	-	-
0- POOR JOB	-	2	-	-	-	-	-	-	-
DON'T RECALL THIS PERSON	-	0	-	-	-	-	-	-	-
NO ANSWER	-	4	-	-	-	-	-	-	-
INDEX	0.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0

	----- OPINIONS OF VIEWERS -----			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100	87 100
Q 12. SEMANTIC DIFFERENTIAL FOR 'THE CITY AT SIX / PULP'					
RATING FROM 1 ... 5					
<u>CLEAR</u>					
•	49	62	37	35	17
•	21	14	13	17	17
<u>CONFUSING</u>	6	1	7	10	7
•	2	-	3	3	8
•	3	-			
NO ANSWER	20	22	19	22	17
<u>DULL</u>					
•	5	1	6	19	6
•	6	2	7	13	6
•	11	4	13	13	17
<u>INTERESTING</u>	19	20	21	10	13
•	35	49	32	24	34
NO ANSWER	23	24	22	22	13
<u>SLOW AND DRAGGED OUT</u>					
•	15	2	14	33	9
•	12	5	13	12	18
•	20	13	21	16	16
<u>FAST MOVING</u>	12	22	11	4	22
•	13	26	14	16	17
NO ANSWER	28	27	35	20	19
<u>LIGHT</u>					
•	11	6	9	7	13
•	3	9	5	2	13
•	26	27	30	33	32
<u>SPRINKLES</u>	12	14	13	13	16
•	13	17	16	13	17
NO ANSWER	30	26	38	25	17

(continued)

TOTAL

RATING FROM 1 ... 5

STIFF AND FORMAL

•

•

FRIENDLY AND INFORMAL

NO ANSWER

PROFESSIONAL

•

•

AMATEUR

NO ANSWER

FOR ME

•

•

NOT FOR ME

NO ANSWER

----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. VIEWERS, ON CITY AT SIX		OPINIONS OF NON-REG. VIEWERS, ON CITY AT SIX	
ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX					
303 100	202 100	213 100		101 100		87 100	
•	•	•		•		•	
11	11	14		10		17	
20	33	13		19		22	
37	39	35		17		29	
22	25	21		28		22	
				21			
29	48	30		28		34	
17	22	17		11		20	
17	3	17		26		18	
6	1	6		7		5	
4	1	3		5		5	
27	24	27		24		18	
25	44	23		20		21	
17	20	15		8		26	
18	8	9		18		16	
6	1	7		7		5	
7	*	8		26		13	
27	27	26		25		20	

TABLE A-47
(cont'd)

(CONTINUED)

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	OF BUTT		
TOTAL	303 100	272 100	133 100		101 100	107 100
EATING FROM 1 ... 5						
GETTING WORSE	4	1	4		5	7
•	4	3	4		2	5
•	26	27	29		42	26
•	17	17	16		3	17
•	19	22	18		18	18
•						
GETTING BETTER						
•						
•	30	36	35		115	26
•						
NO ANSWER						
ENJOYABLE	33	49	41		16	20
•	21	21	21		15	14
•	15	7	16		23	15
•	5	8	7		11	9
•	4	1	4		11	9
•						
UNENJOYABLE						
•						
•	21	22	21		25	20
•						
NO ANSWER						
INFORMATIVE	43	57	48		31	45
•	20	16	19		21	24
•	7	3	8		22	8
•	3	2	2		5	2
•	2	8	2		1	2
•						
NOT INFORMATIVE						
•						
•						
•	21	23	21		21	19
•						
NO ANSWER						

TABLE A-47
(cont'd)

A) INTERVIEWS

	OPINIONS OF VIEWERS				OPINIONS OF VIEWERS, ON CITY AT SIX	OPINIONS OF VIEWERS, ON CITY AT SIX	OPINIONS OF VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	ON CITY AT SIX			
TOTAL	303 100	202 100	213 100	101 100	97 100		
Q. 13. DOES THE CITY AT SIX, PULSF, HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE							
TOO MUCH	25	13	24	38	32		
NOT ENOUGH	10	9	7	7	11		
ABOUT RIGHT	57	60	64	49	49		
NO ANSWER	8	7	11	7	7		

B) NEWS IN GENERAL

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	UP WITH SHOWS, ON CITY AT SIX			
TOTAL	303 100	262 100	213 100		101 100	87 100
Q 13. DOES THE CITY AT SIX, PULSE, HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE						
TOO MUCH	4	5	4		7	6
NOT ENOUGH	25	11	23		22	25
ABOUT RIGHT	65	77	65		65	67
NO ANSWER	6	7	4		6	2

11 NEWS ABOUT THE MONTREAL AREA

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF OTHER SHOWS, ON CITY AT SIX	ON PULSE		
TOTAL	303 100	202 100	213 100		131 100	87 100
Q 13. DOES THE CITY AT SIX, PULSE, HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE						
TOO MUCH	2	7	2		2	5
NOT ENOUGH	23	26	23		31	31
ABOUT RIGHT	67	61	65		59	62
NO ANSWER	7	6	10		8	2

D. FILM OF THE NEWS TAKING PLACE

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. OPINER VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWER CITY AT SIX
	ON CITY AT SIX	ON PULSE CITY AT SIX	ON SHOWS, ON CITY AT SIX	ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100	87 100	
Q 13. DOES 'THE CITY AT SIX'/'PULSE' HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE						
TOO MUCH	5	4	7	9	6	
NOT ENOUGH	37	29	33	26	32	
ABOUT RIGHT	50	60	50	62	54	
NO ANSWER	9	6	10	10	8	

E) CORRESPONDENTS AND REPORTERS TALKING

ABOUT THE PULSE

	----- OPINIONS OF VIEWERS -----				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF NON-VIEWERS CITY AT SIX	
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX		REG. PULSE VIEWERS, ON CITY AT SIX		NON-VIEWERS CITY AT SIX	
TOTAL	303 100	202 100	213 100		101 100		25 14 45 9	
Q 13. DOES THE CITY AT SIX PULSE HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE.								
TOO MUCH	22	14	26		27		25	
NOT ENOUGH	15	7	12		20		14	
ABOUT RIGHT	54	70	51		45		45	
NO ANSWER	9	9	11		9		9	

F) THE NEWSREADER, BOB GIROLAMI/ANDREW MARQUIS,
 READING THE NEWS

	--- OPINIONS OF VIEWERS ---				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	ON SHOWS, ON CITY AT SIX	OF BOTH SHOWS, ON CITY AT SIX		
TOTAL	303 100	202 100	213 100		101 100	87 100
Q 13. DOES 'THE CITY AT SIX'/'PULSE' HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE.						
TOO MUCH	4	4	4		10	10
NOT ENOUGH	14	8	14		10	10
ABOUT RIGHT	74	82	72		70	76
NO ANSWER	9	5	10		10	3

G) THINGS THAT HAVE NOTHING TO DO WITH THE NEWS.

	OPINIONS OF VIEWERS				OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-REG. PULSE VIEWERS, ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX			
TOTAL	403 100	202 100	213 100		101 100	87 100
DOES THE CITY AT SIX/PULSE HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE.						
TOO MUCH	34	15	37		34	26
NOT ENOUGH	8	5	9		4	11
ABOUT RIGHT	44	62	38		51	51
NO ANSWER	15	17	15		11	11

H1 SPORTS NEWS

	----- OPINIONS OF VIEWERS -----			OPINIONS OF PEOPLE WHO VIEWED ON CITY AT SIX		OPINIONS OF PEOPLE WHO VIEWED ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	ON SHOWS, ON CITY AT SIX	PEOPLE WHO VIEWED ON CITY AT SIX	PEOPLE WHO VIEWED ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100	97 100		
Q 13. DOES THE CITY AT SIX/PULSE HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE							
TOO MUCH	23	22	22	16	29		
NOT ENOUGH	9	9	10	3	11		
ABOUT RIGHT	55	58	54	63	67		
NO ANSWER	13	11	14	13	12		

1) INFORMATION ON THE WEATHER

	OPINIONS OF VIEWERS				OPINIONS OF REG. SUBS.		OPINIONS OF CITY AT SIX	
	ON CITY AT SIX	ON PULSE	ON SHOWS, ON CITY AT SIX	OF WITH SHOWS, ON CITY AT SIX	REG. SUBS. ON VIEWERS, ON CITY AT SIX	REG. SUBS. ON VIEWERS, ON CITY AT SIX	CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	202 100	212 100	212 100	101 100	101 100	97 100	100
Q 13. DOES THE CITY AT SIX, PULSE, HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE								
TOO MUCH	4	9	5	5	5	5	9	9
NOT ENOUGH	13	10	10	10	14	14	17	17
ABOUT RIGHT	77	74	77	77	73	73	68	68
NO ANSWER	7	7	7	7	9	9	9	9

FORMAL AND INFORMAL CHATTER BETWEEN
PEOPLE ON THE SHOW

	VIEWS			INTENS OF REG. PURSE		INTENS OF VIEWS, ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE CITY AT SIX	ON SHOWS, ON CITY AT SIX	REG. PURSE VIEWS, ON CITY AT SIX	INTENS OF VIEWS, ON CITY AT SIX	INTENS OF VIEWS, ON CITY AT SIX	
TOTAL	303 100	302 100	303 100	100	100	97 100	
Q 13. DOES THE CITY AT SIX/PULSE HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE ABOVE							
TOO MUCH	27	5	6	24	24	24	
NOT ENOUGH	15	20	17	24	24	16	
ABOUT RIGHT	51	67	45	37	37	53	
NO ANSWER							

A) THE PROGRAM DEALS WITH TOO MANY THINGS THAT ARE JUST NOT INTERESTING TO THE AVERAGE VIEWER

	OPINIONS OF VIEWERS			OPINIONS OF REF. PULSE VIEWERS		OPINIONS OF NON-VIEWERS CITY AT SIX
	CITY AT SIX	ON PULSE	IF BOTH SHOWS, ON CITY AT SIX	CITY AT SIX	ON PULSE	
TOTAL	303 100	202 100	213 100	101 100	87 100	
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX/PULSE?						
4- AGREE A LOT	17	5	19	27	16	
3- AGREE A LITTLE	20	11	18	29	24	
2- UNCERTAIN	18	17	19	15	24	
1- DISAGREE A LITTLE	19	22	20	11	20	
0- DISAGREE A LOT	19	35	18	13	11	
NO ANSWER	6	9	7	6	5	
INDEX OF AGREEMENT	0.49	0.31	0.50	0.62	0.54	

9) THERE IS TOO MUCH REPEITION ON
THE CITY AT SIX/PULSE

	OPINIONS OF VIEWERS				UNIONS OF REG. PULSE		NON-VIEWERS ON CITY AT SIX	
	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ON PULSE	VIEWERS, ON CITY AT SIX	VIEWERS, ON CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX
TOTAL	303 100	202 100	213 100		101 100		87 100	
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX/PULSE?								
4- AGREE A LOT	17	3	19		26		15	
3- AGREE A LITTLE	27	12	23		21		26	
2- UNCERTAIN	16	14	16		16		24	
1- DISAGREE A LITTLE	15	21	15		17		13	
0- DISAGREE A LOT	18	39	18		13		17	
NO ANSWER	8	11	8		8		5	
INDEX OF AGREEMENT	0.52	0.27	0.53		0.58		0.52	

C) THE PEOPLE ON THE SHOW SEEM VERY INVOLVED
AND INTERESTED IN WHAT THEY ARE DOING

	OPINIONS OF VIEWERS - CITY AT SIX			OPINIONS OF REG. VIEWERS, ON CITY AT SIX		OPINIONS OF CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ON CITY AT SIX	ON CITY AT SIX	
TOTAL	303 100	202 100	213 100	101 100	87 100	
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX, PULSE?						
4- AGREE A LOT	57	77	66	45	59	
3- AGREE A LITTLE	26	14	27	20	20	
2- UNCERTAIN	6	2	5	11	8	
1- DISAGREE A LITTLE	4	4	6	11	8	
0- DISAGREE A LOT	3	2	3	8	3	
NO ANSWER	7	9	6	6	2	
INDEX OF AGREEMENT	0.84	0.93	0.93	0.72	0.81	

D) THE CITY AT SIX/PULSE1 SHOULD

THE CITY AT SIX/PULSE1 SHOULD
 THE CITY AT SIX/PULSE1 SHOULD
 THE CITY AT SIX/PULSE1 SHOULD

	----- OPINIONS OF VIEWERS -----			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100	47 100
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS, ABOUT THE CITY AT SIX/PULSE1					
1- AGREE A LOT	18	2	10	12	14
3- AGREE A LITTLE	3	5	0	3	8
2- UNCERTAIN	6	3	0	1	2
4- DISAGREE A LITTLE	18	11	10	20	21
0- DISAGREE A LOT	46	40	33	17	31
NO ANSWER	0	0	0	0	5
INDEX OF AGREEMENT	0.13	0.04	0.26	0.29	0.27

F) 'THE CITY AT SIX'/'PULSE' IS A SHOW
YOU CAN TURN TO AT ANY TIME AND GET NEWS.

	OPINIONS OF VIEWERS			OPINIONS OF VIEWERS ON CITY AT SIX		OPINIONS OF VIEWERS ON CITY AT SIX		OPINIONS OF VIEWERS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ON CITY AT SIX	
TOTAL	100	100	100	100	100	100	100	100
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT 'THE CITY AT SIX'/'PULSE'?								
4- AGREE A LOT	31	39	31				17	17
3- AGREE A LITTLE	20	13	16				14	14
2- UNDETERMINED	12	14	13				11	11
1- DISAGREE A LITTLE	12	11	14				14	14
0- DISAGREE A LOT	17	16	17				18	18
NO ANSWER	8	7	9				1	1
INDEX OF AGREEMENT	0.60	0.63	0.58				0.58	0.58

ON THE CITY AT SIX/PULSE: THEY

	DIVISIONS OF VIEWERS				TOTAL
	ON CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	VIEWERS, ON CITY AT SIX	
TOTAL	303 100	202 100	213 100	101 100	87 100
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX/PULSE:					
1- AGREE A LOT	12		11	22	11
2- AGREE A LITTLE	22	11	24	25	26
3- UNCERTAIN	11		11	13	11
4- DISAGREE A LITTLE	22	24	20	18	26
5- DISAGREE A LOT	25	41	23	13	18
NO ANSWER	5	7	6	8	3
INDEX OF AGREEMENT	6.43	6.38	6.40	6.42	6.41

SALE PRICE

ABLE A-64

CITY AT SIX/PULSE! GIVES
A GOOD IDEA OF WHAT'S GOING
ON IN MONTREAL

	OPINIONS OF VIEWERS				REG. PULSE VIEWERS ON CITY AT SIX	OPINIONS ON CITY AT SIX
	ON CITY AT SIX	ON PULSE	SHOWS CITY AT SIX	ALL BOTH		
TOTAL	303 100	202 100	213 100		101 100	97 100
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX/PULSE!						
4- AGREE A LOT	49	65	48		33	52
3- AGREE A LITTLE	31	10	20		45	29
2- AGREE A LITTLE						
1- AGREE A LITTLE						
0- DISAGREE A LOT	3	2	3		2	1
NO ANSWER	4	5	5		7	2
TOTAL	97	87	76		87	86

THE CITY AT SIX/PULSE! SHOULD SPEND
 THE CITY AT SIX/PULSE! SHOULD SPEND
 ARE NOT COVERED BY ORDINARY NEEDS.

	OPINIONS OF VIEWERS			OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX		OPINIONS OF NON-VIEWERS IN CITY AT SIX
	ON CITY AT SIX	ON PULSE	OF BOTH SHOWS, ON CITY AT SIX	REG. PULSE VIEWERS, ON CITY AT SIX		
TOTAL	303 100	202 100	213 100	101 100		87 100
Q 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS ABOUT THE CITY AT SIX/PULSE!						
4- AGREE A LOT	32	18	31	19		29
3- AGREE A LITTLE	23	24	22	21		21
2- UNCERTAIN	16	23	15	23		23
1- DISAGREE A LITTLE	14	14	15	15		5
0- DISAGREE A LOT	11	15	12	18		20
NO ANSWER	4	5	6	5		3
INDEX OF AGREEMENT	0.63	0.54	0.61	0.52		0.59

TOTAL	TOTAL
Q 3. HAVING SEEN 'THE CITY AT SIX', DO YOU THINK THIS IS A PROGRAM YOU WOULD...	100
LIKE TO WATCH EVERY DAY	47
LIKE TO WATCH NOW AND THEN	47
NEVER LIKE TO WATCH AGAIN	6
NO ANSWER	-

QUESTIONNAIRES

STUDY #3091	MONTREAL 31	RESPONDENT #:	<div style="border: 1px solid black; display: inline-block; width: 100px; height: 20px; margin: 0 auto;"></div>	18	
		VERIFY: TELEPHONE #:	<div style="border: 1px solid black; display: inline-block; width: 100px; height: 20px; margin: 0 auto;"></div>		
VERIFY: <u>Mr. 1</u> <u>Mrs. 2</u> <u>Miss 3</u> OTHER _____ (SPECIFY)					
FULL NAME: <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>					22
STREET ADDRESS AND APARTMENT NO. (IF ANY) <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>					52
CITY, TOWN		POSTAL DISTRICT		PROVINCE <div style="border: 1px solid black; display: inline-block; padding: 2px 5px;">Q U E</div>	6
POSTAL CODE <div style="border: 1px solid black; display: inline-block; width: 100px; height: 20px; margin-top: 5px;"></div>		CITY SIZE ①		40	
Good _____. I'm Ms _____ of Adcom Research Ltd. a member of the Montreal Better Business Bureau. We are conducting a survey on some local Montreal television programmes for the people who produce them.					
1a. As I have some quotas to fill, could you tell me what language is spoken most in your home?	English (CONTINUE) 1 English/French equally (CONTINUE) 2 Other foreign (CONTINUE) 3 French only or mostly (TERMINATE - FULL QUOTA)				
1b. And what age group should I check you in?	READ LIST Under 18 (TERMINATE) 1 Under 25 2 Under 35 3 Under 50 4 Under 65 5 65 and over 6 (REFUSED) (TERMINATE) 0				
2. Is there a television set in your home?	Yes (CONTINUE) 1 No (TERMINATE) 2				
3a. In the past month or so, have you watched any television weekdays between 6:00 and 7:30 in the evening?	Yes (SKIP TO Q.3c) 1 No (CONTINUE) 2				
3b. Is this because you are never available to watch television at this time, or because you don't care for the programmes that are available?	Not available (TERMINATE) 1 Don't care for programmes (GO TO Q.4b) 2				
(PLEASE TURN PAGE AND CONTINUE)					

3c. What programmes or stations have you watched between 6:00 and 7:30 p.m.? Any others?

(DO NOT READ LIST)

(PROBE FOR NAME OR STATION OR CHANNEL)

City at Six/CBMT/Ch. 6	1
Pulse/CFCF-TV/Ch. 12	2
Other	3
DK	4

INTVR: IF (1) CIRCLED ONLY, OR, (1) AND (3) CIRCLED AT Q. 3c: GO TO YELLOW RECRUITMENT SHEET, Q. 4a
 IF CIRCLED (2) ONLY, OR, (2) AND (3): GO TO RECRUITMENT SHEET Q. 4a
 (IF CIRCLED (1) AND (2), OR (2) AND (3): ASK Q. 3e NEXT
 IF CIRCLED (3) ONLY, OR, CIRCLED (4) ONLY: CONTINUE

(ROTATE AND CHECK FIRST ASKED)

3d. In the past month or so have you watched...

☐ City at six on CBMT, Channel 6? Have you watched Pulse on CFCF-TV, Channel 12?

☐ Pulse on CFCF-TV, Channel 12? Have you watched City at Six on CBMT, Channel 6?

City at six/CBMT/Channel 6	1
Pulse/CFCF-TV/Channel 12	2
Neither/DK	3

INTVR: IF CIRCLED (1) ONLY, OR, (2) ONLY AT Q. 3d, GO TO RECRUITMENT SHEET, Q. 4a
 IF CIRCLED (3) ONLY: GO TO RECRUITMENT SHEET, Q. 4b
 IF CIRCLED (1) AND (2): CONTINUE

3e. Which programme/station do you watch more often between 6:00 and 7:30 in the evening? (ROTATE IN ORDER USED ABOVE)

(TRY TO FORCE A CHOICE)

READ LIST

City at Six/CBMT/Ch. 6 (GO TO Q. 4a)	1
Or Pulse/CFCF-TV/Ch. 12 (GO TO Q. 4a)	2
(Both equally/DK) (GO TO Q. 4a)	3

RECRUITMENT SHEET

- 4a. We'd like you to help us with a survey that we will be conducting in Montreal early next month. Taking part is important because the information will be given to the producers and programmers who are trying to improve what goes on the air. We would like to send you a questionnaire by mail. It is quite easy to complete, and will only take a few minutes of your time. (GO TO Q. 4d, IF NECESSARY).
- 4b. We'd like you to help us with a survey that we will be conducting in Montreal early next month. Taking part is important because the information will be given to the producers and programmers who are trying to improve what goes on the air. We would like to send you a questionnaire by mail. All you have to do is watch a television program at your own convenience, and then complete questionnaire which will only take a few minutes of your time. (CONTINUE WITH Q. 4d, IF NECESSARY).
- 4c. That's very interesting because we'd like you to help us with a survey that we'll be conducting early next month which may help the producers and programmers to improve what is on the air. We would like to send you a questionnaire by mail. All you have to do is watch a television program at your own convenience, and then complete the questionnaire which will take only a few minutes of your time. (CONTINUE WITH Q. 4d, IF NECESSARY).

- 4d. (ONLY IF RESPONDENT CLAIMS TO WATCH LITTLE OR NO TV, SAY:)

Well, your opinion is still important - and the fact that you don't watch much television (at this time of the day) does reflect on the quality of the present programs.

(IF NECESSARY, SAY)

As I mentioned earlier, Adcom Research is a member of the Montreal Better Business Bureau. If you wish, you can phone the Bureau at 861-9281, or write them at 1155 Dorchester Boulevard West, Montreal Quebec H3B 2H5.

STUDY #3091		Male	1	43
(ASK CO-OPERATING RESPONDENTS)		Female	2	
5a. DO NOT ASK AGAIN.		DO NOT READ LIST		44
		Under 18	1	
		Under 25	2	
		Under 35	3	
		Under 50	4	
		Under 65	5	
		65 and over (Refused)	6 0	
5b. Are you:		READ LIST		45
		Single	1	
		Married	2	
		Widowed	3	
		Divorced/Separated (Refused)	4 0	
5c. Are you the lady of the house? A daughter living with your parents? Another relative? Unrelated to the head of the house? Or sharing with others?		Lady of the house (CONTINUE) 1 Daughter (SKIP TO Q. 5e) 2 Other relative (SKIP TO Q. 5e) 3 Unrelated (SKIP TO Q. 5e) 4 Sharing (SKIP TO Q. 5e) 5 Refused (SKIP TO Q. 5e) 0		46
(ASK MARRIED LADIES OF HOUSE ONLY)				
5d. Do you have any children under 12 years of age living at home?		Yes	1	47
		No	2	
		Refused	0	
5e. How much schooling have you completed? Are you still at school? Did you complete public or grade school? Did you complete high school or technical school? Did you attend a college or university? (CIRCLE ONE CODE ONLY)		At school 1 Some public 2 Complete public 3 Some high school 4 Complete high school 5 Some college 6 Refused 0		48
5f. What is your occupation?		Occupation _____ () 49		
		Type of _____ Company _____		
		Refused 0		
(IF RESPONDENT IS HEAD OF THE HOUSEHOLD "X" BOX) (IF NOT, ASK:)		Respondent is head of household <input type="checkbox"/>		50
5g. What is the occupation of the head of the household?		Occupation _____ ()		
		Type of _____ Company _____		
		Refused 0		
5h. Do you have colour TV in your home?		Yes	1	51
		No	2	
		Refused	0	
5j. Is any TV set in your household connected to a community antenna system (also called Cablevision or CATV) for which you pay a rental fee?		Yes	1	52
		No	2	
		Not sure/Don't know/Refused	0	
		(OFFICE USE ONLY)		53
		J. I. C.	1 0	
		AFF	1 0	
		CTV	1 0	
		U.S.	1 0	
		GLOBAL	1 0	
		OTHER	1 0	58
Thank you very much. How may I have your correct mailing address so you'll be sure to receive your questionnaires.				() 59
(RETURN TO FRONT PAGE AND CONFIRM NAME, ADDRESS, PHONE NUMBER, ETC.)				



ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-1912

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

In your case, we would like you to tell us what you think about "THE CITY AT SIX" on CBMT, channel 6, weekdays between 6:00 and 7:30 in the evening.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely

(Mrs.) Heather Wark
Project Co-ordinator

HW/op

First, a few questions on how you usually watch "The City at Six"?

1. How many days a week do you usually watch "The City at Six"?

(CHECK ONE BOX ONLY)

Every day

☐ 1

3 or 4 days a week

☐ 2

1 or 2 days a week

☐ 3

Less than once a week

☐ 4

2. "The City at Six" starts at 6:00 and ends at 7:30. When you watch, do you usually tune to.....

(CHECK ONE BOX ONLY)

The whole program

☐ 1

Just part of it

☐ 2

(IF YOU USUALLY WATCH JUST PART OF IT, PLEASE ANSWER QUESTION 2a)

2a. Please check all the quarter-hour periods when you usually watch "The City at Six".

(CHECK AS MANY BOXES AS APPLY)

6:00 - 6:15

☐ 1

6:15 - 6:30

☐ 2

6:30 - 6:45

☐ 3

6:45 - 7:00

☐ 4

7:00 - 7:15

☐ 5

7:15 - 7:30

☐ 6

3. When you watch "The City at Six", what is the most important thing you want to see?

4. When you watch "The City at Six", are you generally.....

(CHECK ONE BOX ONLY)

Just watching the program

☐ 1

In the same room as the TV and doing other things as well as watching the program

☐ 2

Moving about from the TV room to other rooms as well as watching the program

☐ 3

5. When you have the program on, do you generally watch.....

Everything

☐ 1

Just certain things

☐ 2

(IF YOU WATCH EVERYTHING, PLEASE GO TO Q. 6. - IF YOU WANT WATCH CERTAIN THINGS, PLEASE ANSWER QUESTIONS 5a AND 5b)

5a. Do you.....

(CHECK ONE BOX ONLY)

Watch certain regular parts of the program

☐ 1

Watch the things that catch your interest on a particular day

☐ 2

5b. Do you generally try to watch

(CHECK ALL THAT APPLY)

The news at 6:00

☐ 1

The sports news at about 6:20

☐ 2

The news at 6:30

☐ 3

The "City Guide" feature

☐ 4

The weather reports

☐ 5

The news at 7:00

☐ 6

The sports news at 7:20

☐ 7

Other (What?)

6. What do you like best about "The City at Six"?

7. What do you like least about "The City at Six"?

8. Do you ever watch a program called "Pulse" on CFCF-TV, channel 12, between 6:00 p.m. and 7:00 p.m. on weekdays?

Yes

☐ 1

No (IF NO, PLEASE GO TO
QUESTION 9)

☐ 2

8a. Which do you generally prefer?

"The City at Six"

☐ 1

"Pulse"

☐ 2

Both the same

☐ 3

(IF YOU HAVE NO PREFERENCE, PLEASE GO TO QUESTION 9)

8b. Why do you prefer that one?

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

	<u>Very</u> <u>Important</u>	<u>Quite</u> <u>Important</u>	<u>Not too</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>
a) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News about other parts of the province of Quebec.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News of other parts of Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) News of the United States.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) News of other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) News of the Federal Government (Ottawa).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Opinions about what's been going on in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) News of what's going on in French Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Interviews with people in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Sports news about local amateur sports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Sports news about professional sports like baseball, hockey and football.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Comments and opinions on what's been going on in the sports world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Descriptions of the weather in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Descriptions of the weather in the rest of country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Weather forecasts for the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Descriptions of things to do in the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Films about things going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Please think about the different things that appear on "The City at Six". For each of the following, please check whether you think "The City at Six" has too much of it, not enough of it, or about the right amount of it.

	<u>Too much</u>	<u>Not enough</u>	<u>About Right</u>
a) Interviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News in general.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Film of the news taking place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Correspondents and reporters talking about the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The newscaster, Bob Orlowski, reading the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Things that have nothing to do with the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Information on the weather.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Jokes and informal chatter between people on the show.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Finally, here are some things that have been said about "The City at Six". Please check for each one, how much you agree or disagree.

	<u>Agree a lot</u>	<u>Agree a little</u>	<u>Uncertain</u>	<u>Disagree a little</u>	<u>Disagree a lot</u>
a) The program deals with too many things that are just not interesting to the average viewer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is too much repetition on "The City at Six".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The people on the show seem very involved and interested in what they are doing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The "City at Six" should give <u>only</u> the news of the day, sports and weather and forget about other things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) "The City at Six" is a show you can tune to at any time and get the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) On "The City at Six" they go on too long with each thing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) After watching "The City at Six" I really feel I know what's happened in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) "The City at Six" gives you a good idea of what's going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) "The City at Six" should spend time on events and personalities that are not covered by ordinary newscasts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-1912

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

In your case, we would like you to tell us what you think about "PULSE" on CFCF-TV, channel 12, weekdays between 6 and 7:30 in the evening.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely,

Heather Wark

(Mrs.) Heather Wark
Project Co-ordinator

HW/op

First, a few questions on how you usually watch "Pulse".

1. How many days a week do you usually watch "Pulse"?

(CHECK ONE BOX ONLY)

Every day	<input type="checkbox"/>	1
3 or 4 days a week	<input type="checkbox"/>	2
1 or 2 days a week	<input type="checkbox"/>	3
Less than once a week	<input type="checkbox"/>	4

2. "Pulse" starts at 6:00 and ends at 7:00. When you watch, do you usually tune to.....

(CHECK ONE BOX ONLY)

The whole program	<input type="checkbox"/>	1
Just part of it	<input type="checkbox"/>	2

(IF YOU USUALLY WATCH THE WHOLE PROGRAM, GO TO Q. 3 - IF YOU USUALLY WATCH JUST PART OF IT, PLEASE ANSWER QUESTION 2a)

2a. Please check all the quarter-hour periods when you usually watch "Pulse".

(CHECK AS MANY AS APPLY)

6:00 - 6:15	<input type="checkbox"/>	1
6:15 - 6:30	<input type="checkbox"/>	2
6:30 - 6:45	<input type="checkbox"/>	3
6:45 - 7:00	<input type="checkbox"/>	4

3. When you watch "Pulse", what is the most important thing you want to see?

4. When you watch "Pulse", are you generally.....

(CHECK ONE BOX ONLY)

Just watching the program	<input type="checkbox"/>	1
In the same room as the TV and doing other things as well as watching the program	<input type="checkbox"/>	2
Moving about from the TV room to other rooms as well as watching the program.	<input type="checkbox"/>	3

5. When you have "Pulse" on, do you generally watch.....

Everything	<input type="checkbox"/>	1
Just certain things	<input type="checkbox"/>	2

(IF YOU WATCH EVERYTHING, PLEASE GO TO QUESTION 6. - IF YOU JUST WATCH CERTAIN THINGS, PLEASE ANSWER QUESTIONS 5a AND 5b)

5a. Do you.....

(CHECK ONE BOX ONLY)

Watch certain regular parts of the program	<input type="checkbox"/>	1
Watch the things that catch your interest on a particular day	<input type="checkbox"/>	2

5b. Do you generally try to watch

(CHECK ALL THAT APPLY)

The news	<input type="checkbox"/>	1
The sports news	<input type="checkbox"/>	2
The weather reports	<input type="checkbox"/>	3
Other (What?)	<input type="checkbox"/>	4

6. What do you like best about "Pulse"?

7. What do you like least about "Pulse"?

8. Do you ever watch a program called "The City at Six" on CBMT, channel 6, between 6:00 p.m. and 7:30 p.m. on weekdays?

Yes	<input type="checkbox"/>	1
No (IF NO, PLEASE GO TO QUESTION 9)	<input type="checkbox"/>	2

8a. Which do you generally prefer?

(CHECK ONE BOX ONLY)	"The City at Six"	<input type="checkbox"/>	1
	"Pulse"	<input type="checkbox"/>	2
	Both the same	<input type="checkbox"/>	3

(IF YOU HAVE NO PREFERENCE, PLEASE GO TO QUESTION 9)

8b. Why do you prefer that one?

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

	<u>Very</u> <u>Important</u>	<u>Quite</u> <u>Important</u>	<u>Not too</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>
a) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News about other parts of the provinces of Quebec.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News of other parts of Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) News of the United States.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) News of other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) News of the Federal Government (Ottawa).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Opinions about what's been going on in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) News of what's going on in French Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Interviews with people in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Sports news about local amateur sports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Sports news about professional sports like baseball, hockey and football.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Comments and opinions on what's been going on in the sports world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Descriptions of the weather in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Descriptions of the weather in the rest of country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Weather forecasts for the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Descriptions of things to do in the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Films about things going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. For each of the following parts of "Pulse", please check whether you like it a lot, a little, not too much, or not at all.

	Like a <u>lot</u>	Like a <u>little</u>	Don't like <u>too much</u>	Don't like <u>at all</u>	Don't recall <u>this part</u>
a) <i>News reports.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) <i>Weather reports.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) <i>Interviews with people.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) <i>Films about happenings in Montreal.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) <i>Sports News.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. For each of the following people who appear on "Pulse", please check whether you think he or she does a very good job, a good job, a fair job or a poor job.

	Very good <u>job</u>	Good <u>job</u>	Fair <u>job</u>	Poor <u>job</u>	Don't recall <u>this person</u>
a) <i>Andrew Marquis, the newereader.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) <i>Don McGowan, the weatherman.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) <i>Barbara Smith, the weathergirl.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) <i>Dick Irvine, the sportscaster.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Place a check mark between each pair of words, where you think it applies, to describe "Fulee". For example: If you think one of the words in the pair is a very good description of the program check:

<i>Fair</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Unfair</i>	<i>or</i>
<i>Fair</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Unfair</i>	

If you think one of the words in the pair is a fairly good (but not a very good) description of the program, check:

Fair	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unfair	<u>or</u>
Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Unfair	

If you think each of the words in the pair applies equally to the program, or if you think neither is a good description of the program, check:

Fair ☐ ☐ ☒ ☐ ☐ Unfair

(PLEASE MAKE SURE THAT YOU CHECK ONE BOX BETWEEN EACH PAIR OF WORDS)

RANKING OF WORDS					
1	2	3	4	5	
Clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Confusing
Dull	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interesting
Slow and dragged out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fast moving
Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Stiff and formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly and informal
Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Amateur
For me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not for me
Getting worse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Getting better
Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unenjoyable
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not informative

13. Please think about the different things that appear on "Pulse". For each of the following, please check whether you think "Pulse" has too much of it, not enough of it, or about the right amount of it.

	Too much	Not enough	About right
a) Interviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News in general.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Film of the news taking place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Correspondents and reporters talking about the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The newscaster, Andrea Marquis, reading the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Things that have nothing to do with the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Information on the weather.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Jokes and informal chatter between people on the show.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Finally, here are some things that have been said about "Pulse". Please check for each one, how much you agree or disagree.

	Agree a lot	Agree a little	Uncertain	Disagree a little	Disagree a lot
a) The program deals with too many things that are just not interesting to the average viewer.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is too much repetition on "Pulse".....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The people on the show seem very involved and interested in what they are doing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) "Pulse" should give only news of the day, sports and weather and forget about other things.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) "Pulse" is a show you can tune to at any time and get the news.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) On "Pulse" they go on too long with each thing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) After watching "Pulse" I really feel I know what's happened in the news.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) "Pulse" gives you a good idea of what's going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) "Pulse" should spend time on events and personalities that are not covered by ordinary newscasts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.

ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-1912

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

In your case, we would like you to tell us what you think about "THE CITY AT SIX" on CBMT, channel 6, weekdays between 6:00 and 7:30 in the evening. Would you please watch two or three programs over the next week and then answer the questions.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely

Heather Wark

(Mrs.) Heather Wark
Project Co-ordinator

HW/op

Before asking about "The City at Six", we would like to ask a few questions about "Pulse", the program on CFCF-TV, Channel 12, between 6:00 and 7:00 p.m. We would like to know how you usually watch "Pulse".

1. How many days a week do you usually watch "Pulse"?

(CHECK ONE BOX ONLY)

- | | | |
|-----------------------|--------------------------|---|
| Every day | <input type="checkbox"/> | 1 |
| 3 or 4 days a week | <input type="checkbox"/> | 2 |
| 1 or 2 days a week | <input type="checkbox"/> | 3 |
| Less than once a week | <input type="checkbox"/> | 4 |

2. "Pulse" starts at 6:00 and ends at 7:00. When you watch, do you usually tune to

(CHECK ONE BOX ONLY)

- | | | |
|-------------------|--------------------------|---|
| The whole program | <input type="checkbox"/> | 1 |
| Just part of it | <input type="checkbox"/> | 2 |

(IF YOU USUALLY WATCH JUST PART OF IT, PLEASE ANSWER QUESTION 2a)

2a. Please check all the quarter-hour periods when you usually watch "Pulse".

(CHECK AS MANY BOXES AS APPLY)

- | | | |
|-------------|--------------------------|---|
| 6:00 - 6:15 | <input type="checkbox"/> | 1 |
| 6:15 - 6:30 | <input type="checkbox"/> | 2 |
| 6:30 - 6:45 | <input type="checkbox"/> | 3 |
| 6:45 - 7:00 | <input type="checkbox"/> | 4 |

3. When you watch "Pulse", what is the most important thing you want to see?

4. When you watch "Pulse", are you generally.....

(CHECK ONE BOX ONLY)

- | | | |
|---|--------------------------|---|
| Just watching the program | <input type="checkbox"/> | 1 |
| In the same room as the TV and doing other things as well as watching the program | <input type="checkbox"/> | 2 |
| Moving about from the TV room to other rooms as well as watching the program | <input type="checkbox"/> | 3 |

5. When you have "Pulse" on, do you generally watch

- | | | |
|---------------------|--------------------------|---|
| Everything | <input type="checkbox"/> | 1 |
| Just certain things | <input type="checkbox"/> | 2 |

(IF YOU WATCH EVERYTHING, PLEASE GO TO Q. 6 - IF YOU JUST WATCH CERTAIN THINGS, PLEASE ANSWER QUESTIONS 5a AND 5b)

5a. Do you.....

(CHECK ONE BOX ONLY)

- | | | |
|---|--------------------------|---|
| Watch certain regular parts of the program | <input type="checkbox"/> | 1 |
| Watch the things that catch your interest on a particular day | <input type="checkbox"/> | 2 |

5b. Do you generally try to watch

(CHECK ALL THAT APPLY)

- | | | |
|---------------------|--------------------------|---|
| The news | <input type="checkbox"/> | 1 |
| The sports news | <input type="checkbox"/> | 2 |
| The weather reports | <input type="checkbox"/> | 3 |
| Other (What?) | <input type="checkbox"/> | 4 |

Now we would like you to think about the CBMI program "The City at Six" which we asked you to watch.

First, we would like your general impression of "The City at Six".

6. What do you like best about "The City at Six"?

7. What do you like least about "The City at Six"?

8a. Which do you generally prefer?

(CHECK ONE BOX ONLY)

"The City at Six"

"Pulse"

Both the same

☐ 1

☐ 2

☐ 3

(IF YOU HAVE NO PREFERENCE, PLEASE GO TO Q. 9)

8b. Why do you prefer that one?

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

	<u>Very important</u>	<u>Quite important</u>	<u>Not too important</u>	<u>Not at all important</u>
a) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News about other parts of the province of Quebec.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News of other parts of Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) News of the United States.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) News of other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) News of the Federal Government (Ottawa).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Opinions about what's been going on in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) News of what's going on in French Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Interviews with people in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Sports news about local amateur sports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Sports news about professional sports like baseball, hockey and football.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Comments and opinions on what's been going on in the sports world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Descriptions of the weather in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Descriptions of the weather in the rest of country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Weather forecasts for the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Descriptions of things to do in the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Films about things going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. For each of the following parts of "The City at Six", please check whether you like it a lot, a little, not too much, or not at all.

	Like a Lot	Like a little	Don't like too much	Don't like at all	Don't recall this part
a) <i>News reports.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) <i>Weather reports.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) <i>Interviews with people.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) <i>Films about happenings in Montreal.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) <i>The "City Guide".</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) <i>Sports News.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) <i>The Press Review on Mondays.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) <i>The sports essay with Gordon Atkinson on Thursdays.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. For each of the following people who appear on "The City at Six", please check whether you think he or she does a very good job, a good job, a fair job or a poor job.

	Very good <u>job</u>	Good <u>job</u>	Fair <u>job</u>	Poor <u>job</u>	Don't recall this person
a) Paul Rush, the host .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Dave Nichols, the anchorman .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Bob Girolami, the newscaster .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Bill Haldimand, the weatherman .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Bob McDevitt, the sportscaster .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Gordon Atkinson, the sports essayist .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Wes Grigsby, host of "City Guide".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Dian Cohen, economic commentator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Place a check mark between each pair of words, where you think it applies, to describe "The City at Sea". For example: If you think one of the words in the pair is a very good description of the program check:

Fair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unfair	or
Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Unfair	

If you think one of the words in the pair is a fairly good (but not a very good) description of the program, check:

Fair	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Unfair	<u>or</u>
Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unfair	

If you think each of the words in the pair applies equally to the program, or if you think neither is a good description of the program, check:

Fair ☐ ☐ ☒ ☐ ☐ Unfair

(PLEASE MAKE SURE THAT YOU CHECK ONE BOX BETWEEN EACH PAIR OF WORDS)

Clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Confusing
Dull	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interesting
Slow and dragged out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fast moving
Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Stiff and formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly and informal
Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Amateur
For me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not for me
Getting worse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Getting better
Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unenjoyable
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not informative

13. Please think about the different things that appear on "The City at Six". For each of the following, please check whether you think "The City at Six" has too much of it, not enough of it, or about the right amount of it.

	<u>Too much</u>	<u>Not enough</u>	<u>About Right</u>
a) Interviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News in general.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Film of the news taking place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Correspondents and reporters talking about the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The newscaster, Bob Girolami, reading the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Things that have nothing to do with the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Information on the weather.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Jokes and informal chatter between people on the show.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Finally, here are some things that have been said about "The City at Six". Please check for each one, how much you agree or disagree.

	<u>Agree a lot</u>	<u>Agree a little</u>	<u>Uncertain</u>	<u>Disagree a little</u>	<u>Disagree a lot</u>
a) The program deals with too many things that are just not interesting to the average viewer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is too much repetition on "The City at Six".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The people on the show seem very involved and interested in what they are doing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The "City at Six" should give <u>only</u> the news of the day, sports and weather and forget about other things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) "The City at Six" is a show you can tune to at any time and get the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) On "The City at Six" they go on too long with each thing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) After watching "The City at Six" I really feel I know what's happened in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) "The City at Six" gives you a good idea of what's going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) "The City at Six" should spend time on events and personalities that are not covered by ordinary newscasts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.

1



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Sincerely

Heather Wark

(Mrs.) Heather Wark
Project Co-ordinator

HW/op

If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.

First, we would like your general impression of "The City at Six"

1. What do you like best about "The City at Six"?

2. What do you like least about "The City at Six"?

3. Having seen "The City at Six", do you think this is a program you would

(CHECK ONE BOX ONLY)

Like to watch every day

☐

1

Like to watch now and then

☐

2

Never like to watch again

☐

3

Next, we would like to know what you would like to see on a program like "The City at Six".

4. How important is it to you to have each of the following on television in the early hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

	Very important	Quite important	Not too important	Not at all important
a) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News about other parts of the province of Quebec.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News of other parts of Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) News of the United States.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) News of other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) News of the Federal Government (Ottawa).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Opinions about what's been going on in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) News of what's going on in French Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Interviews with people in the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Sports news about local amateur sports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Sports news about professional sports like baseball, hockey and football.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Comments and opinions on what's been going on in the sports world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Descriptions of the weather in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Descriptions of the weather in the rest of the country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Weather forecasts for the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Descriptions of things to do in the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Films about things going on in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now, we would like your opinion on specific things about the "The City at Six".

5. For each of the following parts of "The City at Six", please check whether you like it a lot, a little, not too much, or not at all.

	Like a lot	Like a little	Don't like too much	Don't like at all	Don't recall this part
a) News reports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Weather reports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Interviews with people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Films about happenings in Montreal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The "City Guide".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Sports News.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The Press Review on Mondays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) The sports essay with Gordon Atkinson on Thursdays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. For each of the following people who appear on "The City At Six", please check whether you think he or she does a very good job, a good job, a fair job or a poor job.

	Very Good job	Good job	Fair job	Poor job	Don't recall this person
a) Paul Rush, the host.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Dave Nichols, the anchorman.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Bob Girolami, the newreader.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Bill Haldimand, the weatherman.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Bob McDevitt, the sportscaster.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Gordon Atkinson, the sports essayist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Wayne Grigsby, host of "City Guide".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Dian Cohen, economic commentator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Place a check mark between each pair of words, where you think it applies, to describe "The City at Six". For example: If you think one of the words in the pair is a very good description of the program check:

Fair ☒ ☐ ☐ ☐ ☐ Unfair or
Fair ☐ ☐ ☐ ☒ ☐ Unfair

If you think one of the words in the pair is a fairly good (but not a very good) description of the program, check:

Fair ☐ ☒ ☐ ☐ ☐ Unfair or
Fair ☐ ☐ ☐ ☒ ☐ Unfair

If you think each of the words in the pair applies equally to the program, or if you think neither is a good description of the program, check:

Fair ☐ ☐ ☒ ☐ ☐ Unfair

(PLEASE MAKE SURE THAT YOU CHECK ONE BOX BETWEEN EACH PAIR OF WORDS)

Clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Confusing
Dull	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interesting
Slow and dragged out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fast moving
Light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Stiff and formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly and informal
Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Amateur
For me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not for me
Getting worse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Getting better
Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unenjoyable
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not informative

8. Please think about the different things that appear on "The City at Six". For each of the following, please check whether you think "The City at Six" has too much of it, not enough of it, or about the right amount of it.

	Too much	Not enough	About Right
a) Interviews.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) News in general.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) News about the Montreal area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Film of the news taking place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Correspondents and reporters talking about the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The newscaster, Bob Girolami, reading the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Things that have nothing to do with the news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Sports news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Information on the weather.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Jokes and informal chatter between people on the show.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Finally, here are some things that have been said about "The City at Six". Please check for each one, how much you agree or disagree.

	Agree a lot	Agree a little	Uncertain	Disagree a little	Disagree a lot
a) The program deals with too many things that are just not interesting to the average viewer.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is too much repetition on "The City at Six".....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The people on the show seem very involved and interested in what they are doing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The "City at Six" should give <u>only</u> the news of the day, sports and weather and forget about other things.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) "The City at Six" is a show you can tune to at any time and get the news.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) On "The City at Six" they go on too long with each thing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) After watching "The City at Six" I really feel I know what's happened in the news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) "The City at Six" gives you a good idea of what's going on in Montreal.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) "The City at Six" should spend time on events and personalities that are not covered by ordinary newscasts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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